OCTOBER 26, 1959 THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

IN THIS ISSUE: COMPLETE INDEX PAGE 7

How far should tv go in scrubbing its tarnish? Page 41

The $50 million organization of Jock Whitney Page 68

Special report: television's mark on Hollywood Page 88

WNTA-TV bets its big local shows can pay off Page 94

Act on these 2 facts for immediate Sales Increases

NEW QUALITATIVE SURVEY IN PHILADELPHIA PROVES:

1 Philadelphia families with children under 20 BUY MORE...EARN MORE...OWN MORE*

They own 59.3% of the homes; 62.3% of the washing machines; 68.4% of the automobiles. They buy 75.7% of hair preparations; 71.2% of cigarettes; 67.2% of soap and detergents; 61% of beer and ales; 71.6% of automotive products, etc.

2 WIBG reaches more families in all categories but especially more families with children under 20 than any other Philadelphia station*

* Pulse study of Philadelphia family radio characteristics.

FOR A COPY of this new depth study of Philadelphia write or call WIBG, Philadelphia, or see your Katz representative.

In Philadelphia... you know where you're going with

WIBG a **STORER** station

✻ You reach a vast *buying audience* in Northeastern Ohio through WGAR . . . because WGAR surrounds your commercials with radio entertainment that appeals to grown-ups of all ages.

WGAR maintains this policy in all its programming . . . variety shows . . . complete news coverage . . . good music . . . drama . . . comedy . . . sports . . . local events . . . featuring top local and CBS personalities.

The result . . . the kind of radio service that helps make customers for your products when advertised on WGAR.

Cleveland—50,000 watts

WGAR

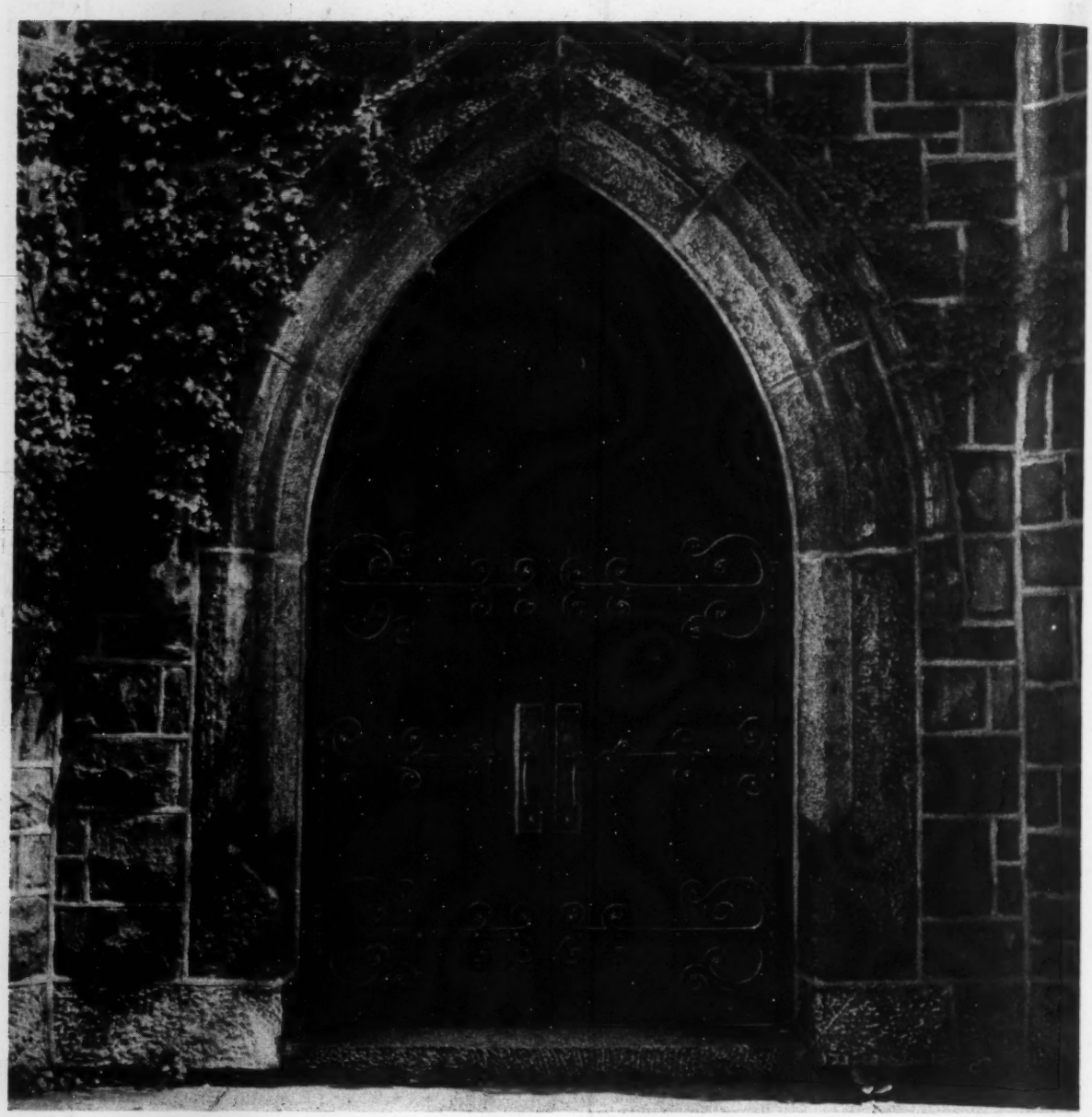
Represented by HENRY I. CHRISTAL COMPANY

KRON is TV in SF

San Franciscans are sold on KRON-TV

STARTS OCTOBER 31
WINTER LEAGUE
BASEBALL
MINUTES AVAILABLE!

• SAN FRANCISCO CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •



WGAL-TV Religious Programs

Religious programming on Channel 8 embraces all Faiths with such programs as "Doorway to Life", "Frontiers of Faith", "Eternal Light", "The Catholic Hour", "The Christophers", "This is the Life", and "A Minute With Your Bible", the latter a daily sign-off feature. The most recent innovation under the auspices of the Pennsylvania Council of Churches is the Sunday evening "Talk Back" series which is telecast for in-church discussion groups throughout the Channel 8 area.

WGAL-TV
Channel 8
Lancaster, Pa.
NBC and CBS

STEINMAN STATION
Clair McCollough, Pres.

Representative: **The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco**

CLOSED CIRCUIT®

The quiz kids • Preliminary arrangements for appearance of CBS-TV President Louis Cowan to testify before House quiz hearings had already been made when Mr. Cowan fell ill last week (story page 41). Investigator Richard Goodwin, of House Legislative Oversight Subcommittee, had date with Mr. Cowan Oct. 22 to discuss testimony regarding *$64,000 Question* which Mr. Cowan originated. Date had to be cancelled when, night of Oct. 20, Mr. Cowan's doctor directed him to enter hospital.

But there'll be no scarcity of witnesses when Oversight subcommittee resumes quiz hearings next week. Subcommittee has had swarms of investigators interviewing prospective witnesses in New York and elsewhere. Several prospects have asked to be protected by executive sessions, but so far star witness, Charles Van Doren, winner on NBC's Twenty-One *and suspended NBC commentator, has made no such request.*

Fm in Europe • All Europe is rapidly moving its radio broadcasting to fm band (and calling it "vhf broadcasting"). Effects of trend are evident at Geneva International Telecommunications Union conference where biggest demand for spectrum space is in 100 mc area for fm operation. In U.S. fm occupies 88-108 mc area. Europeans use only 88-100 mc, and they want wider space for expanding fm systems.

NBC Radio plan • NBC Radio officials expressed elation with reception given network's new combination networking-and-program-service plan (BROADCASTING, Oct. 19) in Dallas, Atlanta and New York regional meetings with affiliates last week. But they and some affiliates came away with different ideas of intent in what was said. Some affiliates maintained that in effect they were given choice between 100% clearance of new network schedule, or being replaced in lineup. Network officials said they would do all possible to clear 100%, but had no intention of not fulfilling existing contracts with affiliates. One point on which there was agreement: that network officials had said (1) they would prefer a smaller lineup of stations who clear 100% to longer lineup clearing only 75%, and (2) stations which make no effort to clear completely will not be renewed when their contracts run out.

Affiliates attending regional NBC Radio sessions—two remain: San Francisco today (Oct. 26) and Chicago Wednesday—got their first inkling of probable pricing of entertainment shows to be offered on fee basis under new NBC Program Service plan. Charge, as disclosed earlier, will be based on multiples of stations' one-minute spot rate for 10 a.m. time. Here are multiples jotted down by some affiliates in last week's sessions (figures are tentative, dependent on production costs in each case, but network officials confirmed they're "indicative"): two 25-minute drama strips, eight times one-minute 10 a.m. rate per week: 20 five-minute personality vignettes per week, five times; 20 five-minute sports vignettes, four times; two quarter-hour serial strips, five times.

Probers on prowl • FCC's investigation of network television programming practices—now more touchy than ever with quiz show scandals breaking—moves to warmer climes with coming of fall chill. FCC attorneys Ashbrook P. Bryant and James F. Tierney leave for Hollywood Oct. 30 to spend 10 days to two weeks exploring the "who controls what" in world of tv film. They have asked for appointments with dozen tv film producers, including such major entities as Warner Bros., Screen Gems, Four Star Films, 20th Century-Fox. Following discussions, two lawyers will return to Washington and prepare for public hearings, possibly later this year.

Commission's programming study, only segment of network investigation not completed with issuance of Barrow Report in October 1957, has been rocking along for past two years with interrogation of New York program producers, advertising agencies and network officials. Study actually did not get off ground until court battle in New York with independent program producers who refused to honor FCC subpoena for business and financial information. This was resolved finally in FCC's favor. Last March Commission added question of alleged tie-ins to other issues in programming inquiry. In May public hearings were held in Washington with network officials submitting documents bearing on programming organization and practices, and in July public hearings were held in New York with advertising executives discussing their part in establishing and guiding programs on networks.

Pilot problem • It's now becoming more widespread practice for agency and network programmers to demand scripts of as many as two and three episodes in addition to pilot shown on proposed film series. Program producers report it is nearly impossible now to sell tv film series on basis of pilot film only. MGM-TV's answer to this development is creation of its pre-selling concept which aims to get buyers to share some of financial risk in making pilots (see page 92).

Image report • Lou Hausman, new director of Television Information Office, has spent most of his time since taking office soliciting support in swing around NAB regional conferences with Clair McCollough, Steinman Stations, chairman of Television Information Committee. But he hasn't entirely ignored job of building staff. He's interviewed several prospects, including some for No. 2 post. TIC will hold next meeting around Thanksgiving time, though choice of date is said to have no sentimental significance. By then it's hoped TIO will be getting down to work.

Another NCS • A.C. Nielsen will have more to talk about this week than NCS #4 (see page 38). Details of '61 coverage service will be made known, but also due for announcement tomorrow (Oct. 27) is undertaking of firm's first all-Canada broadcast survey for release this winter. Canadian NCS, covering both radio and television, is result of order by two substantial clients: Canadian Broadcasting Corp. and J. Walter Thompson Co. Other agencies, advertisers and independent stations in Canada are expected to join subscriber list.

Au naturel • French radio and television have historically been noncommercial, but there's good chance France may convert to commercial tv soon—perhaps first of year. It's probable French will adapt British pattern of prohibiting sponsorship of tv programs but allowing commercial messages to be aired at hour and half-hour and in natural breaks in programs.

Meanwhile, British are finding some bugs in restricting commercials to natural breaks. In peak viewing periods commercial services pack as many as eight spots into 2½-minute break. One American traveler observed: "And we complain about triple-spotting."

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in ATLANTA

THE 1 IN A BIG MILLION*

(Atlanta now has a million population)

is WAGA-TV

LEADS ALL OTHER STATIONS
Sunday through Saturday 10 pm to midnight—ARB

BIGGEST BUY IN THE MARKET
Saturday The Big Movie Double Feature at 11 pm

BIG MOVIES
BIG AUDIENCE · BIGGER SALES

MORNING: The Early, Early Show—Mon. thru Fri. 9 am
AFTERNOON: The Early Show—Mon. thru Fri. 5 pm
NIGHT: The Big Movie—Mon. thru Fri. & Sun. 11:15 pm

You know where you're going with WAGA-TV

Call KATZ

a **STORER** station

National Sales Offices: 625 Madison Ave., N. Y. 22 • 230 N. Michigan Ave., Chicago 1

WEEK IN BRIEF

MR. JOHNSON

Needed: an agency recognition code • The lack of understanding that crops up sometimes between stations and advertising agencies could be overcome if stations would formulate a code for recognizing agencies. The code should cover such basic points as credit, payment and responsibility for copy preparation, according to Charles F. Johnson Jr., owner, Charles F. Johnson Adv., Grand Rapids, Mich. He outlines his argument in this week's MONDAY MEMO. Page **19.**

How far will CBS-TV go? • Stanton's announced intention that network no longer will fool the audience meets skepticism from agencies and program packagers, who await next developments. NBC position is easier to understand. Page **41.**

Lee asks legislation • FCC commissioner asks law to require an announcement guaranteeing a program is what it is represented to be. Page **46.**

NAB caravan keeps moving • Backwash of government threats to programming continues to occupy broadcasters' attention at Chicago and Boston meetings, but they get on to the other business at hand. Page **74.** Among these subjects: Charges of poor summertime network tv fare by the head of a top agency in radio-tv billing. Page **49.** Another top agency's economics expert on advertising's role in the economy. Page **54.**

Summer daytime tv billings up • Network daytime billings top last year's for summer. Page **58.**

AAAA hears Draper Daniels • Burnett's executive vp praises commercials as tv's "last bastion of individualism" and damns programming's "promiscuous copycats" at AAAA's California regional convention. At Chicago convention, he claims commercials are "incredibly good" and quality "considerably higher" than those of programs. Page **60.**

Hollywood and tv in close embrace • Ten years ago film capital was afraid tv would kill the movie industry, but today there are more jobs than in 1949, most of them in tv. Page **88.**

Vive la difference • That might be one slogan for program-ambitious WNTA-TV New York, which is putting together a new program schedule it hopes will be unlike any other in television. Its big nighttime hope: *Play of the Week;* its daytime adventure: *Daywatch.* BROADCASTING profiles one station's bid to stand out in the crowd. Page **94.**

British tv: at uhf crossroad? • The phenomenal success of commercial tv in Britain has brought growth pains with it and a major policy reappraisal is expected soon. Questions to be resolved include possible move to uhf, to accommodate extra services and color. Page **114.**

Whitney organizes communications group • John Hay Whitney forms personal communications firm to handle all radio-tv and publishing activities; company estimated to be $50 million corporation. Page **68.**

Metropolitan expands ownership • Buys WIP Philadelphia in stock transaction, pays $600,000 for uhf WTVH(TV) Peoria. Page **70.**

DEPARTMENTS

AT DEADLINE	35	INTERNATIONAL	114
BROADCAST ADVERTISING	49	THE MEDIA	68
BUSINESS BRIEFLY	66	MONDAY MEMO	19
CHANGING HANDS	76	OPEN MIKE	14
CLOSED CIRCUIT	5	OUR RESPECTS	131
COLORCASTING	96	PROGRAMMING	88
DATEBOOK	10	WEEK'S HEADLINERS	38
EDITORIAL PAGE	132		
EQUIPMENT & ENGINEERING	110		
FANFARE	112		
FATES & FORTUNES	104		
FOR THE RECORD	119		
GOVERNMENT	102		
LEAD STORY	41		

Anita Sundin Calling...

"Anita Sundin Calling" is heard Monday through Friday in convenient 90-second "capsule" form at peak hours for reaching women in the home and on their way to shop.

Anita provides Quint-City area housewives with a daily stream of recipes, hints to make home-making easier and social notes. Local groups use the show as their bulletin board for fraternal, social, civic and educational announcements.

Anita has a wide following and her audience respects her advice. Many women tell us they listen to the program to learn what is going on in the area.

Anita is available as a personality or for spot adjacencies . . . contact your P.G.W. Colonel or call, write or wire Sales Department WOC AM-FM-TV, Davenport, Iowa.

WOC

Col. B. J. Palmer, President
Ernest C. Sanders, Manager
Pax Shaffer, Sales Manager
Peters, Griffin, Woodward, Inc., Exclusive National Representatives

THE QUINT CITIES
DAVENPORT, BETTENDORF, IOWA
ROCK ISLAND, MOLINE, EAST MOLINE, ILL.

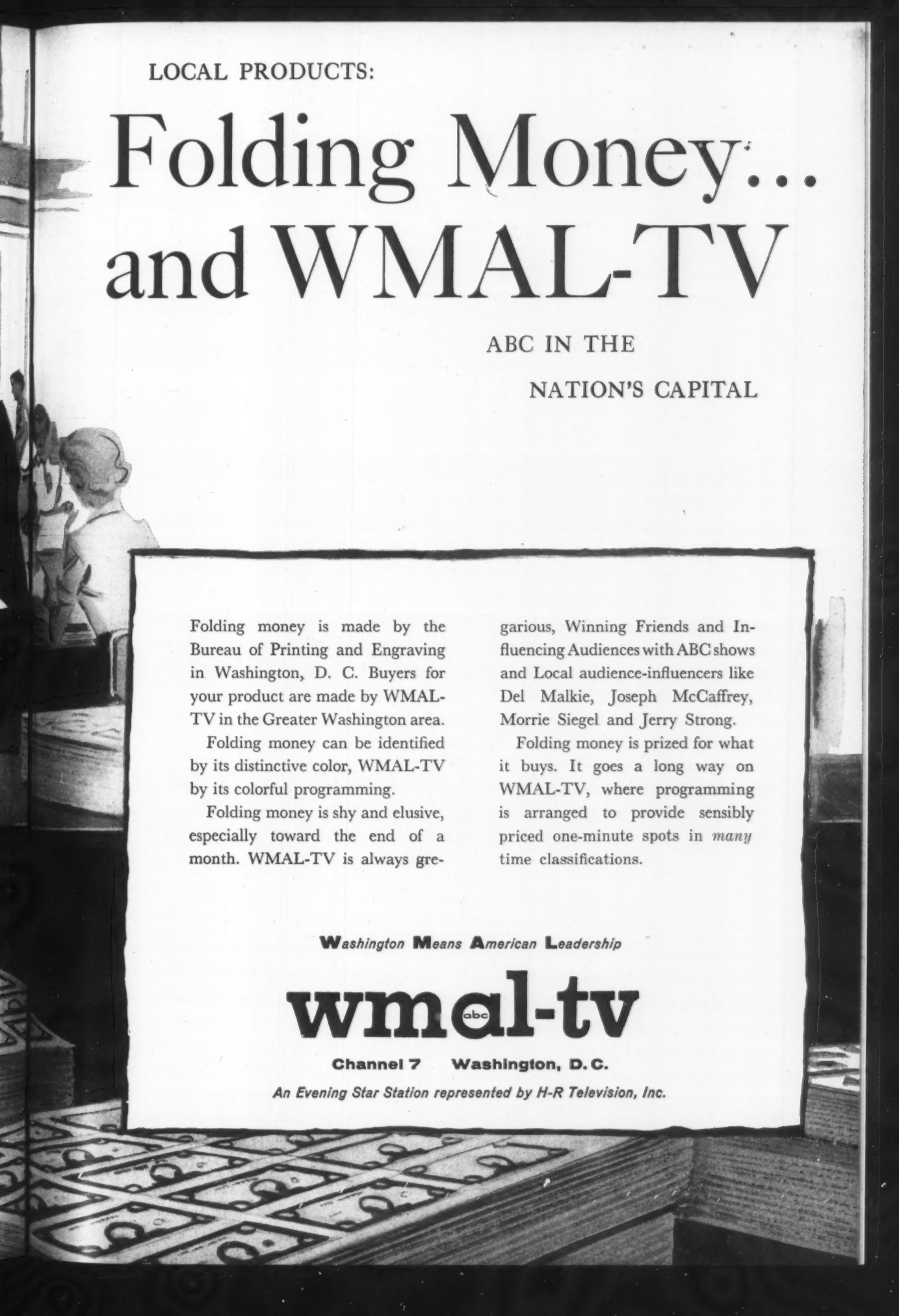
RADIO AM | FM

NBC 5000 WATTS AM

LOCAL PRODUCTS:

Folding Money... and WMAL-TV

ABC IN THE NATION'S CAPITAL



Folding money is made by the Bureau of Printing and Engraving in Washington, D. C. Buyers for your product are made by WMAL-TV in the Greater Washington area.

Folding money can be identified by its distinctive color, WMAL-TV by its colorful programming.

Folding money is shy and elusive, especially toward the end of a month. WMAL-TV is always gregarious, Winning Friends and Influencing Audiences with ABC shows and Local audience-influencers like Del Malkie, Joseph McCaffrey, Morrie Siegel and Jerry Strong.

Folding money is prized for what it buys. It goes a long way on WMAL-TV, where programming is arranged to provide sensibly priced one-minute spots in *many* time classifications.

Washington Means American Leadership

wmal-tv abc

Channel 7 Washington, D.C.

An Evening Star Station represented by H-R Television, Inc.

RESULTS WFDF TESTED

"In two weeks your station (WFDF) averaged over 20 entries per commercial. Other Michigan stations averaged five. Proof that your listeners act."

The quote is from Hartley C. Baxter of Simonds, Payson Company, Inc., Portland, Maine. He refers to a special contest offer placed on Michigan stations for Red Rose Iced Tea.

A commanding lead in the race for results is our stock-in-trade here at WFDF. But there's more to the story. Here's the clincher from Mr. Baxter:

"But most important of all, a wholesaler in your area took on the Red Rose line. His sales have been steadily increasing since the initial order. Proof again that your listeners, both trade and consumers, buy!"

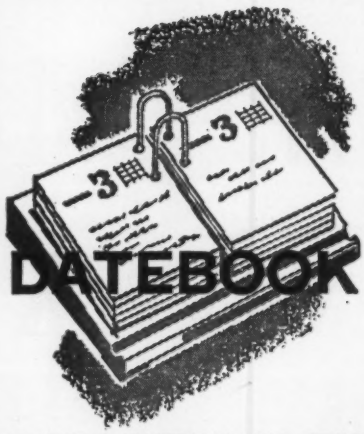
The Katz Agency can give you a full run-down on the Red Rose success story . . . and tell you how and why WFDF is the Flint area "Results Tested" Station. Call now!

WFDF

5 KW at 910 on the dial for Flint & all of Northeast Michigan.

Represented nationally by the KATZ Agency.

Flint Affiliate of NBC



A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS
(*Indicates first or revised listing)

*Oct. 25-28—CBS-TV Network Affiliates Assn. annual fall meeting of board of directors, Del Monte Lodge, Pebble Beach, Calif.

Oct. 26-29-Australian Assn. of Advertising Agencies annual meet, Broadbeach, Queensland. Frederic R. Gamble, American Assn. of Advertising Agencies president, will speak.

Oct. 27-30—National Assn. of Educational Broadcasters, annual convention, Hotel Sheraton-Cadillac, Detroit.

Oct. 28—Radio & Television Executives Society luncheon. Rep. Chester Bowles (D-Conn.) and Sig Mickelson, president, CBS News Div., speak on "Broadcasting and Politics." Grand Ballroom, Roosevelt Hotel, N.Y.

*Oct. 29-30—NAB fall conference, Dinkler-Plaza Hotel, Atlanta, Ga.

Oct. 29-30—Electronic devices meetings sponsored by Professional Group on Electronic Devices, Institute of Radio Engineers, Shoreham Hotel, Washington.

Oct. 29-31—New Jersey Broadcasters Assn., fall meeting, Nassau Inn, Princeton.

Oct. 30—Minnesota Broadcasters Assn., Hotel Radisson, Minneapolis.

Oct. 30-31—Missouri Broadcasters Assn., Muehlebach Hotel, Kansas City. Gov. James T. Blair is luncheon speaker on 30th. Board of directors meet evening of Oct. 29.

Oct. 31—Florida UPI Broadcasters Assn. Cape Canaveral tour, Cocoa Beach. Delegates will have guided tour of missile-testing center. U. S. Air Force will give special briefings for group at Patrick AF Base followed by inspection of launching sites.

Oct. 31-Nov. 1—Kansas AP Radio Assn. annual meeting, Fort Riley, Kan.

NOVEMBER

Nov. 1—Annual Edward Petry & Co. promotional seminar, for promotion, research and merchandising executives of Petry-represented radio and tv stations. Starts 3 p.m. Petry Suite in Warwick Hotel, Philadelphia (in conjunction with Broadcasters Promotion Assn. convention).

*Nov. 1—Oklahoma Broadcasters Assn. state industry advisory committee, 10:30 a.m., Biltmore Hotel, Oklahoma City. FCC Comr. Robert E. Lee will attend.

Nov. 2—Tv quiz hearing continuation by House Legislative Oversight Subcommittee, Old House Office Bldg.'s Caucus Rm., Washington.

Nov. 2-3—Canadian Board of Broadcast Governors holds public hearings on new broadcasting regulations. Board of Transport, Ottawa.

*Nov. 2-4—Broadcasters Promotion Assn. convention, Warwick Hotel, Philadelphia. Lou Hausman, director of Television Information Office, will be keynote speaker. Speakers include: H. Preston Peters, Peters, Griffin & Woodward; Adam J. Young, Adam Young Inc.; R. David Kimble of Grey Adv., New York; C. Wrede Petersmeyer, president, Corinthian Broadcasting Co., New York; Frank Shakespeare, general manager, WCBS-TV New York; Max Buck, station manager, WRCA-TV New York; Emil Mogul, president, Mogul, Williams & Saylor Inc., New York; R. C. (Jake) Embry, station manager, WITH Baltimore; Henry J. Kaufman, president, Henry J. Kaufman Assoc., Washington, and James T. Quirk, Tv Guide. Jim Kiss, WPEN Philadelphia, program chairman, said agenda will provide maximum exchange of ideas. Panels will be restricted to two participants.

Nov. 2-6—National Sales Executives-International Chicago Field Sales Management Institute, Pick-Congress Hotel there.

Nov. 4—Subcommittee B of California Assembly Interim Committee on Public Utilities & Corporations will hold hearing on HR 358 on pay tv in Rm. 709, State Bldg., Los Angeles. Rex M. Cunningham (D-Ventura) is committee chairman.

Nov. 4-5—American Assn. of Advertising Agencies eastern annual conference, Hotel Biltmore, New York. Creative meeting Wednesday (Nov. 4) at Museum of Modern Art there.

Nov. 5—Southern California Broadcasters Assn. "whingding" outing at Inglewood Country Club.

Nov. 5—WSB Atlanta-Henry W. Grady School of Journalism (U. of Georgia) first annual news broadcasting conference, WSB's White Columns studios, 8:45 a.m.-3:30 p.m.

Nov. 7—Nebraska UPI Broadcasters, Sheraton-Fontenelle Hotel, Omaha.

Nov. 8—New York State AP Broadcasters Assn. annual meet, Sheraton-Ten Eyck Hotel, Albany.

Nov. 8-9—Fall meeting, Texas Assn. of Broadcasters, Texas Hotel, Fort Worth.

Nov. 8-11—Annual fall meeting, Assn. of National Advertisers, The Homestead, Hot Springs, Va. "Television and Radio Advertising Problems" to be subject of closed workshop meeting Nov. 9, with Howard Eaton, Lever Bros. media director, in charge. "A New Way to Measure Advertising Effectiveness" to be presented by William Hesse, executive vice president, Benton & Bowles, also Nov. 9. Marketing, advertising planning and ANA advertising aids to be examined Nov. 10; advertising case histories Nov. 11.

Nov. 9—Assn. of Broadcast Executives of Texas, Western Hills Inn, Dallas-Fort Worth. Guest speaker: Harold E. Fellows, president, NAB.

Nov. 9—Arizona Broadcasters Assn. annual meet, Valley Hotel, Scottsdale.

Nov. 9—UPI Broadcasters of Georgia organizational meet, Riviera Motel, Atlanta.

Nov. 9-10—Institute of Radio Engineers, radio fall meeting. Syracuse Hotel, Syracuse, N.Y.

Nov. 10—Radio & Television Executives Society begins its 1959-60 timebuying & selling seminar. Seminar consists of weekly luncheons at Hawaiian Room in Lexington Hotel, New York. Registration fee is $10, luncheon price is $3.50 for registrants, $4.50 for non-registrants.

Nov. 10—Assn. of Maximum Service Telecasters special board of directors meeting, Mayflower Hotel, Washington, D. C.

Nov. 11-13—NBC radio-tv affiliates, Plaza Hotel, New York.

Nov. 11-14—Sigma Delta Chi (professional journalistic fraternity) 50th anniversary convention, Indianapolis. Guest speaker: Vice President Richard M. Nixon.

Nov. 13—Colorado Broadcasters & Telecasters Assn., Brown Palace, Denver.

Nov. 13-14—Country Music Disc Jockey Festival (eighth event sponsored by WSM Nashville), Andrew Jackson Hotel there. Dr. Spencer Thornton, who has appeared on Jack Paar Show and NBC's Monitor, will speak.

*Nov. 13-29—Screen Directors Guild of America exhibition of modern painting and sculpture, 7950 Sunset Blvd., Los Angeles.

Nov. 15-21—National Television Week, sponsored by NAB and Television Bureau of Advertising. Theme: "Television—In Focus With Modern America."

Nov. 15-22—American Society of Association Executives 40th annual meet, Boca Raton, Fla. George Romney, president of American Motors Corp., Detroit, will be named "Association Man of the Year."

Nov. 17—Academy of Television Arts & Sciences at New York, forum on international tv, Young Men's-Young Women's Hebrew Assn., Lexington Ave. at 92nd St.

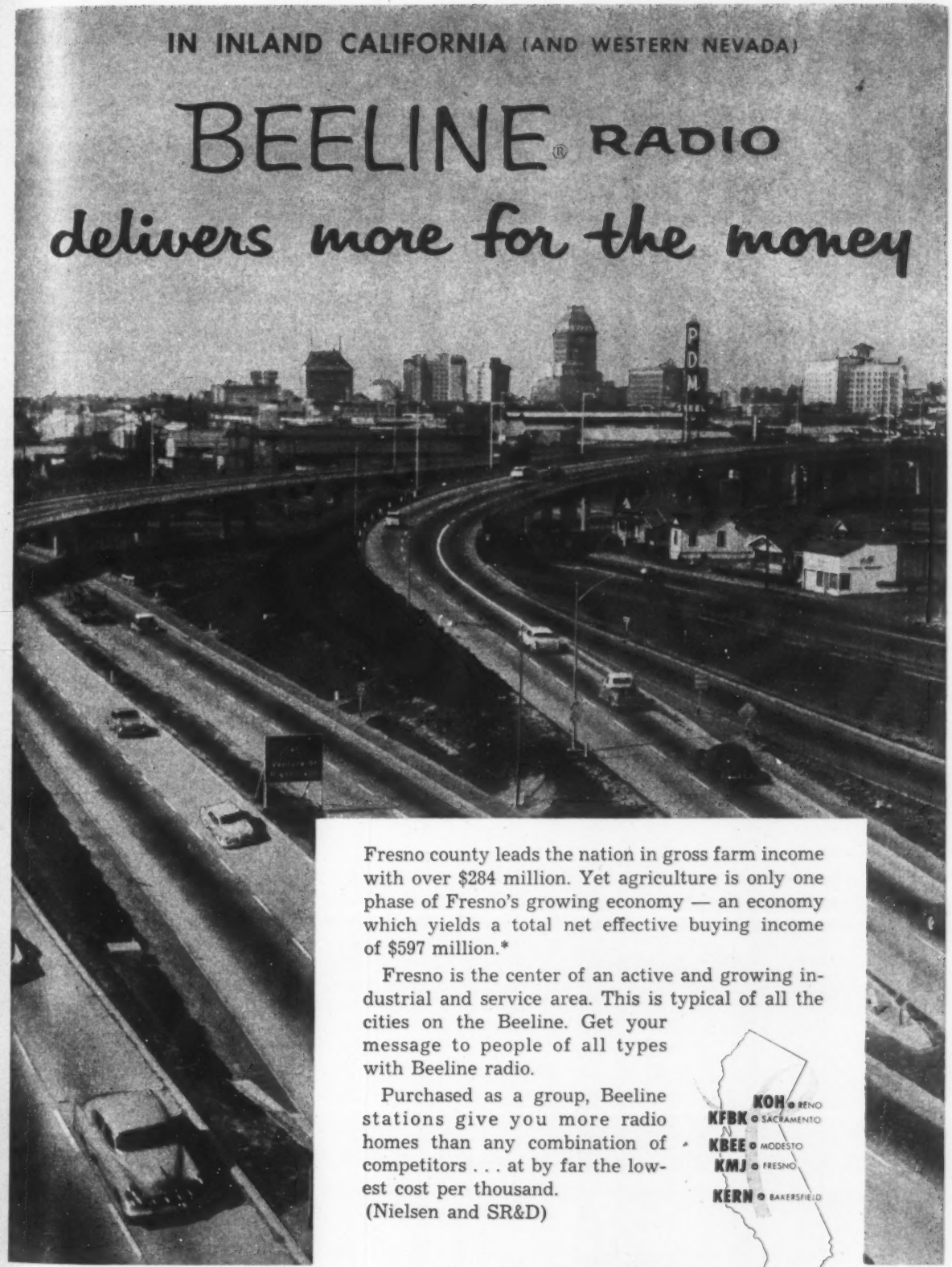
Nov. 17—California Broadcasters Assn., Ambassador Hotel, Los Angeles.

Nov. 18—Washington State Assn. of Broadcasters

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

BEELINE® RADIO

delivers more for the money



Fresno county leads the nation in gross farm income with over $284 million. Yet agriculture is only one phase of Fresno's growing economy — an economy which yields a total net effective buying income of $597 million.*

Fresno is the center of an active and growing industrial and service area. This is typical of all the cities on the Beeline. Get your message to people of all types with Beeline radio.

Purchased as a group, Beeline stations give you more radio homes than any combination of competitors . . . at by far the lowest cost per thousand.
(Nielsen and SR&D)

Superhighway serves Fresno's people, agriculture and industry

**Sales Management's 1959 Survey of Buying Power*

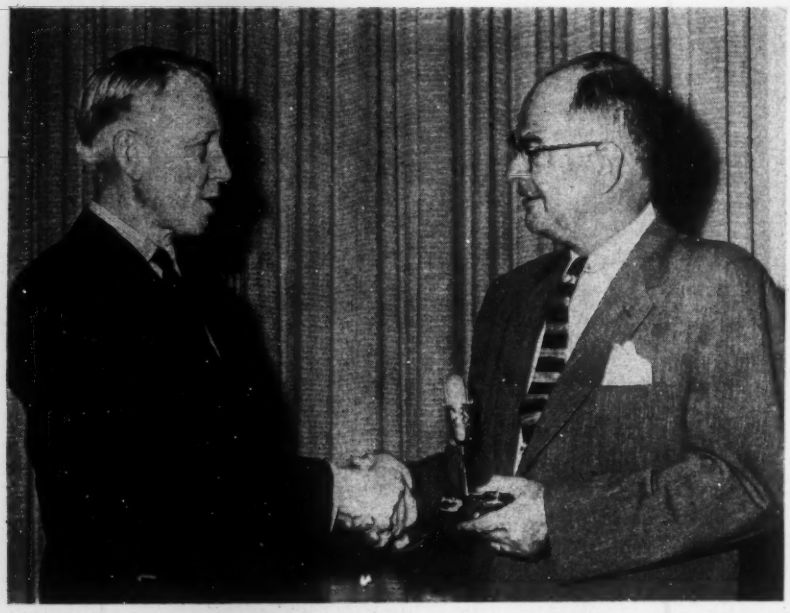
McClatchy Broadcasting Company

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

30 Years with CBS

JUST ONE OF THE REASONS WHY

KLZ is Denver's STANDOUT STATION



Hugh B. Terry (right), President of KLZ, Denver, receives a Gold Mike Award for 30 years of association with the Columbia Broadcasting System from Dr. Frank Stanton, President of CBS, during the Sixth Annual Convention of the CBS Radio Affiliates Association.

KLZ-Radio

560 ON THE DIAL IN DENVER

REPRESENTED NATIONALLY BY KATZ

and Oregon Assn. of Broadcasters joint meet, Olympic Hotel, Seattle.

Nov. 18—East Central Region annual meeting, American Assn. of Advertising Agencies, Penn-Sheraton, Pittsburgh. Afternoon and evening sessions open to invited guests.

Nov. 18—Maine Radio & Television Broadcasters Assn., Portland. Fred A. Palmer, Worthington, Ohio, sales consultant, on "Put Your Best Foot Forward."

Nov. 18-20—Television Bureau of Advertising, annual meeting, Sheraton Hotel, Chicago.

Nov. 19—Tennessee AP Radio Assn. fall meeting, Andrew Jackson Hotel, Nashville. In conjunction with Tennessee Assn. of Broadcasters.

Nov. 19-20—Institute of Radio Engineers Professional Group on Nuclear Science, Sixth Annual Meeting, with special emphasis on nuclear science and space exploration, electronics for plasma production and diagnostics, research instrumentation for high energy nuclear science, nuclear reactor instrumentation and control and automatic systems for nuclear data processing. Boston, Mass.

Nov. 19-20—Tennessee Broadcasters Assn., Andrew Jackson Hotel, Nashville.

Nov. 20—Comments due in FCC proposed rule-making (Docket 6741) to duplicate Class 1-A clear channels in various sections of the U. S.

Nov. 23-25—Women's Advertising Clubs' mid-western intercity conference, Oakton Manor, Pewaukee, Wis.

Nov. 25—Radio & Television Executives Society luncheon. Robert Saudek of Saudek Assoc.; John P. Cunningham, board chairman, Cunningham & Walsh, and John F. White, president, National Education Tv & Radio Center take part in symposium on educational tv. Grand Ballroom, Roosevelt Hotel, N.Y.

Nov. 29-Dec. 1—First annual communications forum for broadcasters, Pennsylvania State U. Speakers in "Broadcasting: The Challenge of Responsibility" forum include Robert D. Swezey, Sig Mickelson, president, CBS News; Edward Stanley, public affairs director, NBC; Ralph Renick, president, Radio-Television News Directors Assn. and news vice president, WTVJ (TV) Miami, Fla.; Dr. Charles Seipmann, communications education professor, New York U.

Nov. 30—Academy of Television Arts & Sciences at New York, forum on music for television, NBC.

Nov. 30-Dec. 4—National Sales Executives-International Southeastern Field Sales Management Institute, Atlanta Biltmore Hotel, Atlanta, Ga.

DECEMBER

Dec. 2-4—Electronic Industries Assn. winter conference, Statler-Hilton, Los Angeles.

Dec. 11—Comments due to the FCC on stereophonic multiplexing rules as part of FCC's inquiry into possible wider use for fm subsidiary communications authorizations.

JANUARY 1960

Jan. 6-9—High Fidelity Music Show, Shrine Exposition Hall, Los Angeles. Sponsor: Institute of High Fidelity Manufacturers.

*Jan. 10-14—National Retail Merchants Assn., 49th annual convention, Hotel Statler-Hilton, New York. Sales promotion division board of directors meet there on 13th.

Jan. 19—Ninth annual Sylvania awards, Hotel Plaza, N. Y.

Jan. 24-29—NAB Board of Directors, El Mirado Hotel, Palm Springs, Calif.

Jan. 25-29—National Sales Executives-International St. Louis Field Sales Management Institute, The Chase-Park Plaza Hotel there.

Jan. 26-28—Georgia Radio & Tv Institute, Athens. Co-sponsors: Georgia Assn. of Broadcasters, U. of Georgia's Henry W. Grady School of Journalism.

Jan. 27—Advertising Research Workshop, Assn. of National Advertisers, Hotel Sheraton-East, New York.

Jan. 30—Oklahoma Broadcasters Assn. annual meet, Hotel Tulsa, Tulsa. FCC Comr. Robert E. Lee and Balaban stations' John Box slated to speak.

NAB FALL CONFERENCES

Oct. 29-30—Dinkler-Plaza Hotel, Atlanta.

Nov. 10-11—Texas Hotel, Fort Worth.

Nov. 12-13—Brown Palace Hotel, Denver.

Nov. 16-17—Ambassador Hotel, Los Angeles.

Nov. 19-20—Olympic Hotel, Seattle.

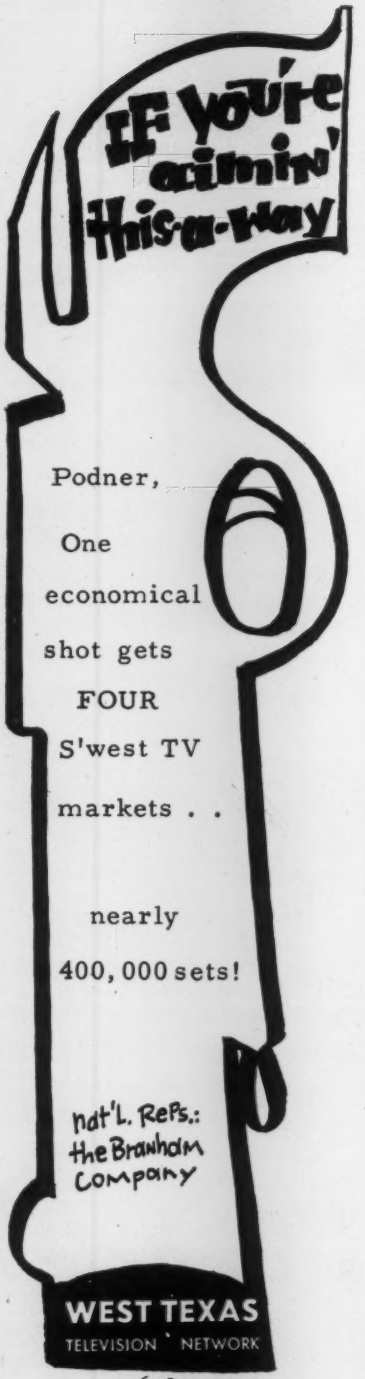
If it's *news*, he's got it! And more Philadelphians get the story from newscaster John Facenda than from any other single news source.

Ever since its beginning in 1952, John Facenda's "Eleventh Hour News" has scored a clean beat... has topped all competing programs, as well as *all* other regularly-scheduled Philadelphia newscasts, for an astounding total of *86 consecutive ARB reports!*

Philadelphia's steadfast preference for John Facenda and "Eleventh Hour News" is but a single example of the audience interest sustained throughout WCAU-TV's entire broadcast schedule. And serves to illustrate why *all* WCAU-TV programming, information and entertainment alike, continues to make...

the biggest news in Philadelphia

CBS Owned · Channel 10, Philadelphia · Represented by CBS Television Spot Sales **WCAU-TV**



OPEN MIKE

KING radio music poll

EDITOR:

. . . I think KING (Seattle) is making a mistake by publicly stating they will not spin any more hot r & r records (LEAD STORY, Oct. 12, page 33). First they let the youngsters or those that like the hot r & r records dictate the musical tastes of the station, and now they are going to turn around and let another group dictate what the station will play. As broadcasters, why don't we educate the musical tastes of our listeners? Here again, balanced programming . . . in presenting something for public consumption . . . if you feed them nothing but chocolate custard pie, they are going to get sick, sick, sick! . . .

James A. Spotts
WLEM Emporium, Pa.

EDITOR:

We would like to obtain 250 reprints of your article on the KING musical survey . . .

William D. Schueler
President
KJIM Fort Worth, Tex.

EDITOR:

I've always suspected what KING has proved; please send me two copies . . .

Bill Hennessey
WTIC Hartford, Conn.

EDITOR:

Will you please send me 100 reprints . . .

Bob Earle
General Manager
WIBR Baton Rouge, La.

EDITOR:

I would like to order 200 reprints . . .

E. R. Kukkola
KXLK Great Falls, Mont.

[EDITOR'S NOTE: Reprints are available, 10¢ each.]

You can't skip radio

EDITOR:

Please send 200 reprints of Alan C. Garratt's story "No campaign is complete without radio" (MONDAY MEMO, Oct. 12, page 25).

George Patton
WBML Macon, Ga.

EDITOR:

My congratulations to Mr. Garratt and his fine article . . . please send us 50 reprints . . .

Allan W. Roberts
Executive Vice President
WJBW New Orleans

EDITOR:

. . . send us 200 reprints . . .

Jack Siegel
WMFJ Daytona Beach, Fla.

[EDITOR'S NOTE: Mr. Garratt is advertising manager, ACC Division, American Tobacco Co., New York. Reprints are available, 5¢ each.]

Like a mustard seed

EDITOR:

. . . I also want to extend my thanks for the excellent play you gave my MONDAY MEMO (page 25, Oct. 5) . . . We too have had some interesting comments on the story. It seems that BROADCASTING gets around.

W. B. Geissinger
W. B. Geissinger & Co.
Los Angeles

Promotion records: how free?

EDITOR:

I would appreciate your comments and those of your readers concerning the promotion records from the larger record companies. The distributors in this area have been charging KFST for album services plainly marked "not for sale, for promotional use only," etc. They call this "handling charges, postage," etc.

I can get records for about the same cost by joining a record club that is open to the public. Is this a local situation or do the parent record companies know what is going on?

Frances Parr
Program Director
KFST Fort Stockton, Tex.

[EDITOR'S NOTE: The major labels have a station subscriber service which charges a handling fee. They contend they cannot send out thousands of records without some compensation. They also claim the fee is lower than any record club.]

Reporting tv quiz probe

EDITOR:

I want to congratulate you for the honesty and accuracy of your coverage of the proceedings [tv quiz hearing] in Washington. While I never expected to emerge as a hero, I must admit I was unprepared for vindictive and distorted accounts of my testimony in the press. . . . That's why it was doubly satisfying to read your story, a model of fair and dispassionate reporting.

Al Davis
New York

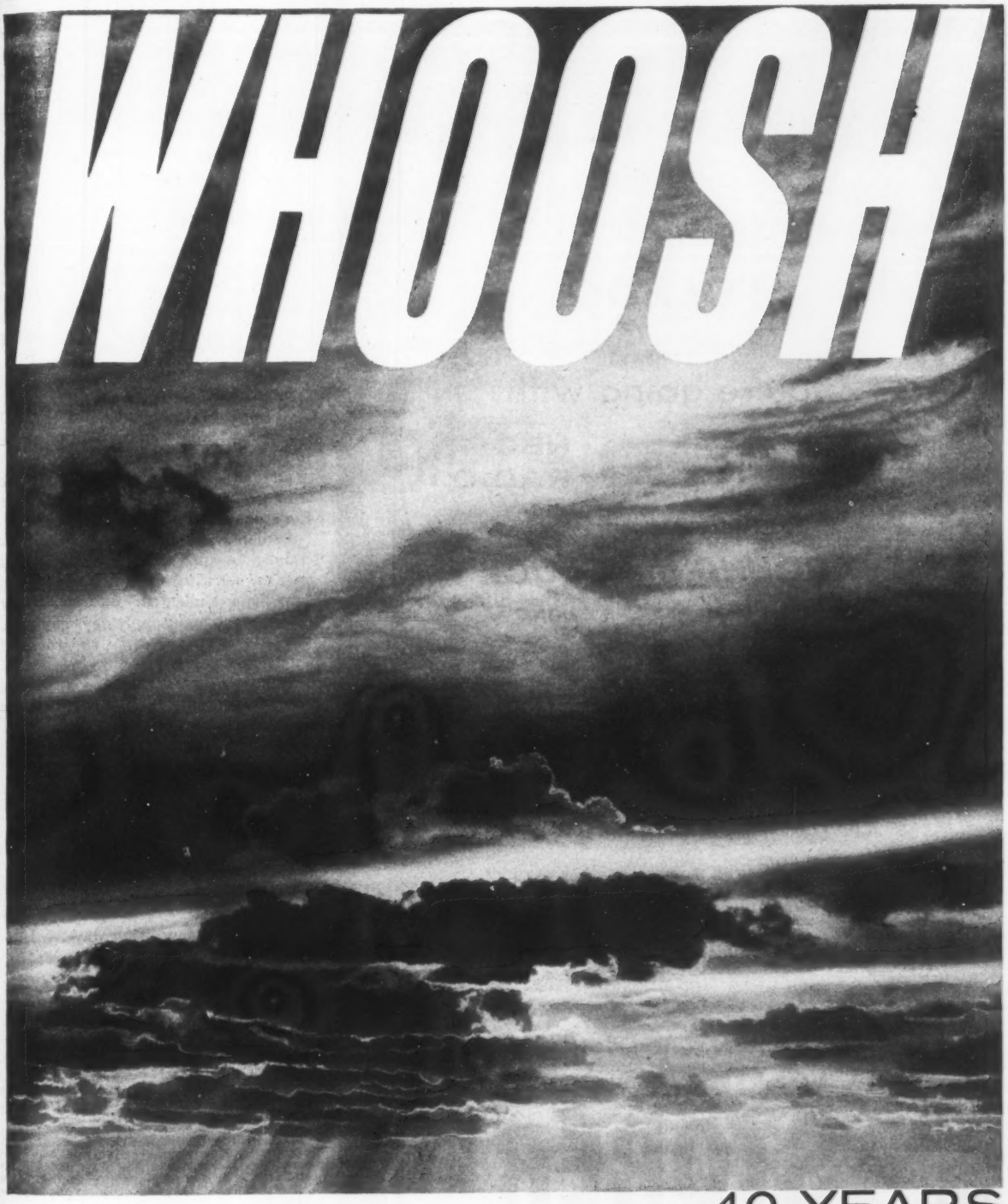
[EDITOR'S NOTE: Mr. Davis was public relations counsel for *Twenty-One* at time "fix" charges broke against the program.]

Old 'mags' never die . . .

EDITOR:

Just a note to inform you of what we do with our BROADCASTING Magazines when we are through reading them

WHOOSH



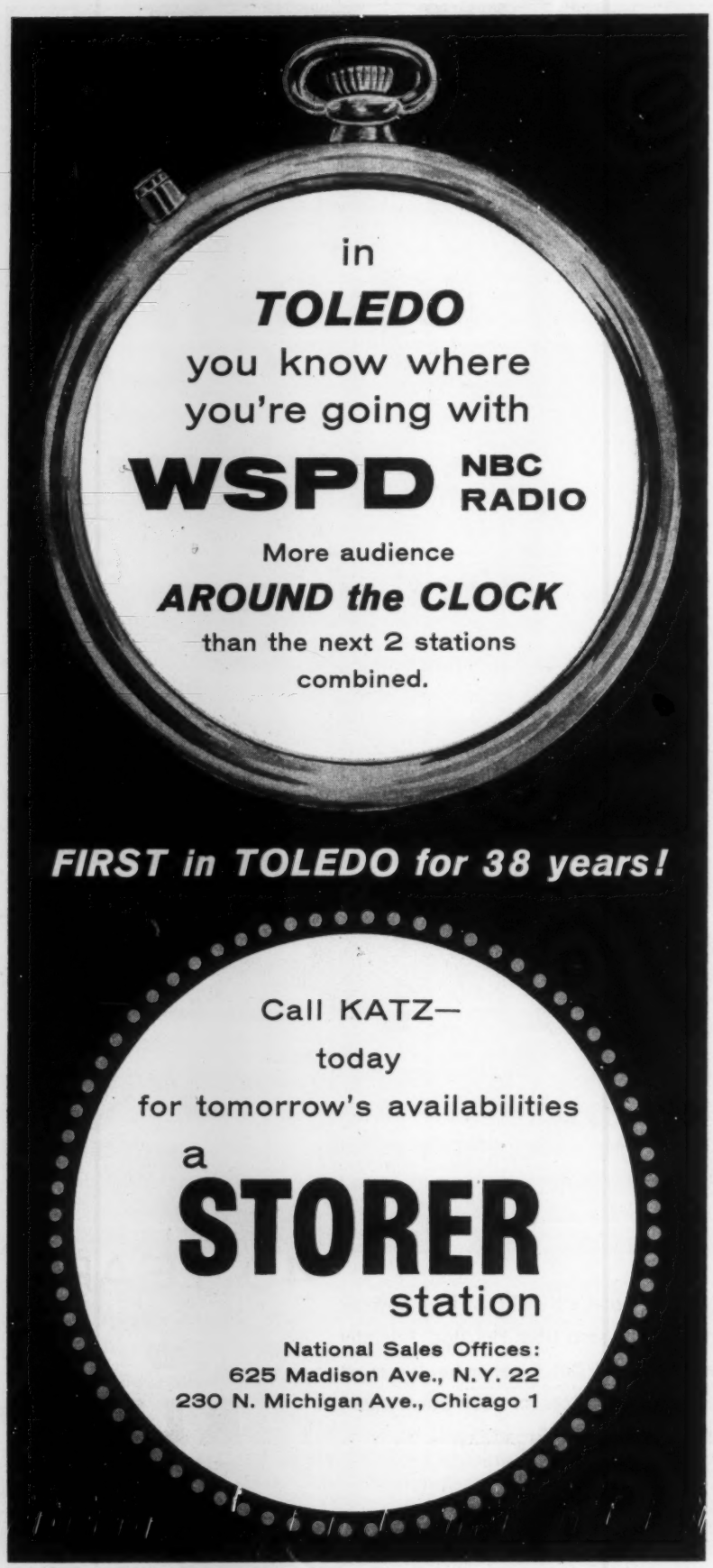
40 YEARS

Finest way to speed to Europe and beyond . . . that's KLM! Fast flights whisk you non-stop from New York and Montreal, one-stop from Houston. Friendly flight attendants treat you to world-famous Royal Dutch service — the most thoughtful, attentive service you'll find anywhere! Contact your travel agent or KLM Royal Dutch Airlines, 609 Fifth Avenue or 120 Broadway, N. Y., N. Y.

THE WORLD OVER
KLM
ROYAL DUTCH AIRLINES

THE WORLD'S FIRST AIRLINE

WHOOSH . . . you're in Europe before you know it! **WOW** . . . you're treated royally on Royal Dutch Airlines! **GO** KLM to Europe . . . and beyond!



from cover to cover. . . . We take our magazines to the barber shops and hospitals to let people not in the radio-tv business know what we're doing.

It has really created a lot of interest in our profession.

Pete Bradfield
KMAR Winnsboro, La.

Literary license

EDITOR:

While taking a vacation and trying to get away from the business, I found myself idly connecting the books I was reading with the business. The resulting juxtaposition of quotations resulted:

Shakespeare on over-commercialism: "Out, damned spot" (*Macbeth*).

Milton on House quiz probe: "Hell scarce holds the wild uproar" (*Paradise Lost*).

Dryden on comedians: "So take the corn, and leave the chaff behind" (*The Cock and the Fox*).

Benjamin Franklin on expense accounts: "A small leak will sink a great ship" (*Poor Richard's Almanac*).

William Cullen Bryant on summer hiatus: "The melancholy days are come, the saddest of the year" (*The Death of Flowers*).

Ralph Waldo Emerson on rock 'n roll: "Must smite the cords rudely and hard, As with hammer or with mace" (*Merlin*).

William C. Dempsey
General Manager
WQED (TV)-WQEX (TV)
Pittsburgh

Station cost breakdown

EDITOR:

Please send reprint of May 14, 1956, story, "Madison Ave. to Main St."

Roderick B. Cupp
KOFO Ottawa, Kan.

EDITOR:

Please send me one reprint . . .

Mark Russell
KMOX-TV St. Louis

[EDITOR'S NOTE: Article describes experiences of a former Madison Ave. executive who acquired his own local radio stations and includes income and expense breakdowns. Reprints still available, 5¢ each.]

BROADCASTING

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now more than ever Keystone makes sense and dollars too

here's how:

1 Keystone has 1075 locally programmed radio stations covering 54% of all radio homes in the U.S.A.

2 Keystone has 86% coverage of all farm markets in the country.

3 Keystone offers plus merchandising tailored to your campaign needs at no cost to you.

4 Keystone covers Hometown and Rural America at the lowest cost.

Write for our complete station list and our farm market survey. They're yours for the asking.

Keystone BROADCASTING SYSTEM, INC.

San Francisco	Detroit	Los Angeles	New York	Chicago
57 Post St.	Penobscot Building	3142 Wilshire Blvd.	527 Madison Ave.	111 W. Washington
Sutter 1-7400	WOodward 2-4505	Dunkirk 3-2910	Eldorado 5-3720	State 2-8900

Another thriller-diller from WJRT—

"Incubating, Chief?"
"Cogitating, Ponsonby —about the eagle-eyed advertisers who cover Flint, Lansing, Saginaw, and Bay City the efficient way— via WJRT."

Ahhh, that's our WJRT all right—the finest medium ever hatched for putting your sales story across to the rich mid-Michigan area with its half-million TV households. It's the single-station way to cover Flint, Lansing, Saginaw and Bay City with a grade "A" or better signal. It's *the* efficient way. With WJRT, your sales message starts on the bull's-eye and is beamed outward to the surrounding targets. If you want to do an inside selling job on Michigan's other big market, WJRT's for you. Come on in; the selling's fine.

WJRT

CHANNEL **12** FLINT

ABC Primary Affiliate

Represented by **HARRINGTON, RIGHTER & PARSONS, INC.**

New York • Chicago • Detroit • Boston • San Francisco • Atlanta

MONDAY MEMO

from **CHARLES F. JOHNSON JR.**, *owner, Charles F. Johnson Adv., Grand Rapids, Mich.*

Needed: an agency recognition code . . .

A lack of common understanding apparently exists between many agencies and broadcasters. This is particularly evident with the smaller agency and broadcaster.

This lack of better working relationship tends to stymie the effectiveness of both parties, resulting in less than maximum performance. And the client—the innocent third party who pays the tab—is the ultimate victim.

It is my conviction that broadcasters should establish a code of recognition which precisely describes under what conditions an agency is to be recognized.

The following suggestions comprise the total requirement of the code. There also are many local conditions that may very well dictate other provisions. But a standard code of recognition should include the following minimum provisions.

Credit • Is the agency required to be financially responsible for the client's credit?

I am aware of situations in which the broadcaster continues to assume full financial responsibility by billing the client directly and remitting earned commissions to the agency when payment is received. This obviously is real fat for the small agency as the necessity for substantial sums of working capital is greatly reduced.

It seems to me that part of the agency 15% commission is earned by assuming credit obligations.

Payment • Usually the contract is between the agency and the station for the client. If the client happens to be a bit tardy in paying his bills, some stations permit the agency to wait until payment is received before satisfying its obligations to the broadcaster (of course, a cash discount might be another incentive).

Here, again, this permits an agency to operate on considerably less working capital. Any contract between two parties should require the individuals concerned to live up to the conditions of the contract without regard to the acts of others.

Copy Preparation: • Some broadcasters continue to write copy for an agency-serviced account. Under these conditions it's rather unlikely that a client receives anything *extra* in creative ideas by using an agency. Any agency worth its salt would not permit such an abuse of the creative function.

The Parasite • This is the "agency" which establishes itself literally with its office in its hat! By taking advantage of some of the short-cuts listed above, it is able to make a living without investment or risk. This type of agency operator usually focuses his attention on the broadcasting field. Quite often he is an ex-broadcasting salesman who starts with a couple of accounts he formerly serviced. So far—no argument. Some large agencies started with such humble beginnings but grew by assuming their creative and financial responsibilities.

Charles F. Johnson Jr., lived in Maine for 25 of his 36 years but now is strongly pro-midwest. Obtained his B.S. from U. of New Hampshire, his M.B.A. from U. of Michigan. Formerly he was salesman for WHEB Portsmouth, N.H., and WOOD-AM-TV Grand Rapids; has headed his own agency for 3½ years. He believes the agency executive should have his own business on the side to retain the "client feel." His sideline is mail order lobster firm in Portland, Me., which he operates under name of Skipper Dan.

So these are the problems. But what is a solution?

In what other industry could a man establish a business without capital, without risk, committing himself for tens of thousands of dollars of payments? None that I know of. And probably for the simple reasons that none of his suppliers would do business with him on that basis. Even the smallest broadcaster had to shell out some of his own money in order to go in business.

Isn't it high time that broadcasters formed a comprehensive policy specifying the conditions under which an advertising agency is recognized? I believe that an agency should be required to guarantee credit. Payment should be made as agreed regardless of whether the client has fulfilled his financial obligation. The agency should be solely responsible for the creation of copy according to accepted broadcast standards.

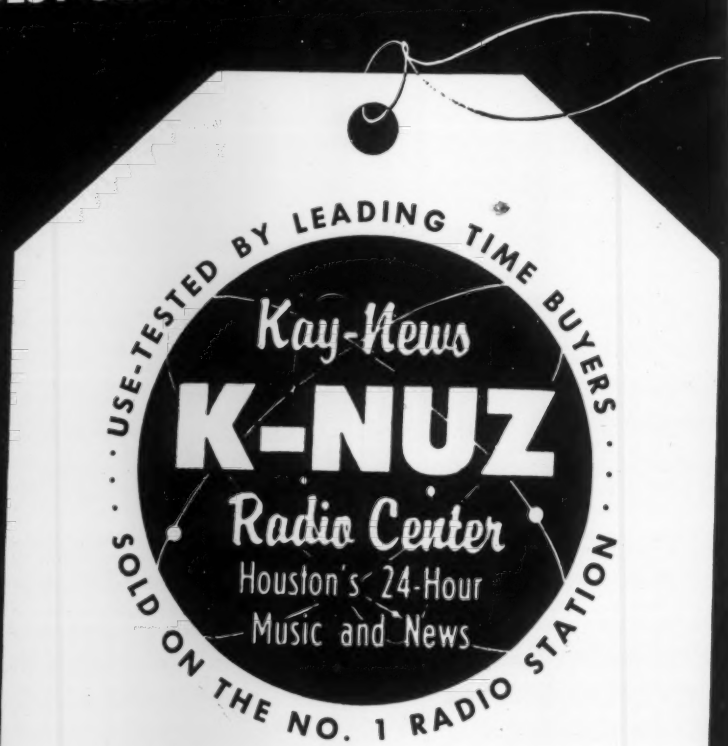
But before this will be, specific rules and conditions of recognition must be created by the broadcaster. Such a code of recognition must include specific reference to the subjects above.

And what will be the end result? There'll be less bickering among small agencies and broadcasters. Legitimate agencies will be properly rewarded for their business and professional acumen. The neophyte agency will either accept the code or be out of the broadcast phase of advertising (and how can an agency offer its clients complete agency service without a broadcast media department?).

Finally, the client will be getting more for his advertising dollar.

. . . to define credit, payment, service roles

BEST SELLER IN HOUSTON . . .



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Ben-Gay
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* Reg. U. S. Patent Office

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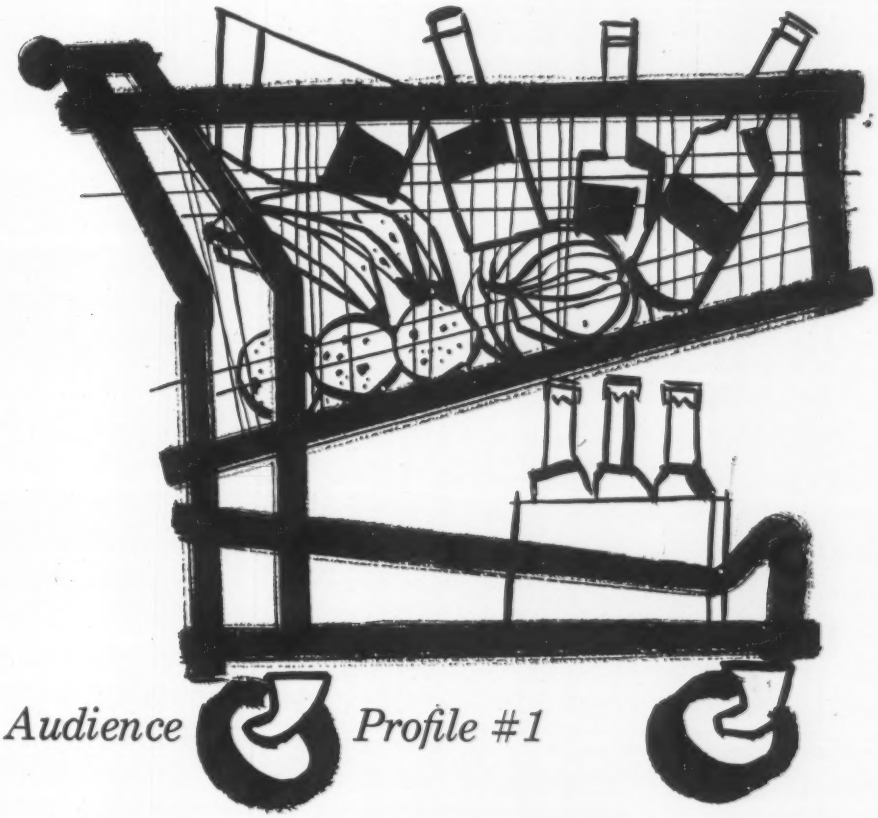

Audience Profile #1

How much money did you spend for food and groceries in the past seven days?

	WWDC Homes	Total Sample	% WWDC above or below Total Sample
Less than $21	21.4%	26.9%	−20.5%
$21-$29	29.4%	32.4%	− 9.3%
$30-$39	37.8%	31.0%	+21.9%
$40 and over	11.5%	9.7%	+18.6%

What *kind* of people are WWDC listeners? We know from PULSE rating surveys that they give us the greatest total share of audience in the Washington, D. C. metropolitan area. But we wanted to know more about them *personally*—so we had PULSE do a special Audience Image Study. The profile that emerged is most revealing. Take the matter of groceries. 215,763 WWDC homes spend $30 or more a week for food . . . *40.5% above the total sample average*. Doesn't this give *you* food for thought? (Next month: TRAVEL).

WWDC

Radio Washington . . . the station that keeps people in mind

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

Wednesday, July 9, 1958 VARIETY

Jack Wrather's Syndication Biz, Kingsley Prez of U.S.-Brit. Setup

Hollywood, July 8.

The Jack Wrather Organization, telefilm producers and owners of radio and tv stations, has forged a corporate link with British commercial programmers, and entered syndication field both here and abroad.

Head of the newly-organized company is Independent Television Corp. (ITC), with Walter Kingsley, former sales manager of Screen Gems' syndicated sales, as president. Kingsley is now in the process of setting up an international sales organization to serve both national and market-by-market tv advertisers.

Wrather in the venture with Associated Television, Ltd., and Incorporated Television Co., Ltd., (ITP) of London, is Carl M. Loeb, Rhoades & Co., Wall Street investment banking firm with Wrather in recent years. Initial capitalization of new firm is $2,500,000, with production budget of $4,000,000 for the first year.

Wrather Organization associates ATV with guaranteed to deliver a minimum of four hours on the new firm with ITP combination in the television areas assured in the U.S. via the Wrather group.

[illegible] organization, [illegible] the Lone [illegible]ston of moving [illegible] w pro- [illegible] f "Ad- [illegible]lated. [illegible] y ac- [illegible] him- [illegible] and [illegible] prez [illegible]d of [illegible]uth in [illegible]yland Ho-

[illegible] in the past has [illegible]f of co-production [illegible]uding "Robin Hood," [illegible] by Official Films, "William [illegible]," currently being handled by National Telefilm Associates; and "Invisible Man," another with Official.

Kingsley, topper of the new syndication outfit, is now in the process of setting up an integrated sales and distribution organization for both the national and market-by-market level. Outfit, in addition to the provided product supply from Wrather and British partners, will make outside deals as well.

Serving on the board of directors with Wrather as chairman and Michael Nidorf as vice-chairman, are John L. Loeb and Clifford Michel, senior partners of Carl M. Loeb, Rhoades & Co.; Monte Livingston, of the Kaplan, Livingston, Goodwin & Berkowitz law firm; William Shay, v.p. of the Wrather Organization; and Walter Walz, of Loeb, Rhoades.

Representing the British interests will be Prince Littler, chairman of the board of ATV and ITP; Val Parnell, managing director of the London Palladium and ATV; Lew Grade, deputy managing director of ATV and others.

Understood Wrather's current contract with Television Programs of America for foreign distribution of "Lassie" and other deals on Wrather properties is not affected by the new move.

VARIETY

ITC's $2,000,000 Profit In ABC-TV Gale Storm Buy

Independent Television Corp. pulled a neat coup in its sale of the "Gale Storm Show" to ABC-TV, chalking up a profit of about $2,000,000 in a quick turnover of the property.

Last October, ITC bought the property from Hal Roach Studios for about $2,000,000. Involved were 111 episodes, including the current series now being runoff on CBS-TV. Deal also included fresh production on the show, on which Roach would share at a certain percentage.

Four months later, it took the property and sold it to ABC-TV for about $5,000,000. The ABC-TV deal involves from 99 to 111 rerun episodes, with the web given multiple run rights over a three-year period. Another important facet of the three-year ABC-TV deal is that the web contracted for a minimum of 26 fresh "Gale Storm" episodes, slated to unreel in prime evening time next fall.

Involved in the wheeling deal operation—the first for ITC under Walter Kingsley's piloting—were negotiations with ABC-TV [illegible]

DAILY VARIETY DAILY

Wed[illegible] July 22, 1959

Lambert Takes Full Tab On Night 'Gale Storm'

New York, July 21.— Warner Lambert Co. has purchased full sponsorship of nighttime version of "The Gale Storm Show" on ABC-TV for fall for 26 weeks.

Network is switching the show Thursdays at 7:30 to serve as a d-in to the Donna Reed starrer viously, it was inte[illegible] dnesdays at [illegible]

THE Hollywood REPORTER

ABC, In $3,000,000 Deal, Gale Storm Show Away F[illegible]

New York.—In a deal involving a commitment of m[illegible] by ABC to Jack Wrather's Independent Television Corp., will move to that network from CBS, according to Thomas in charge of programming and talent. ...u deliver ABC has ordered production of 26 new ...trong film subjects for an evening show in the ...e hope of fall and has acquired 99 old subjects for daytime programming across the board.

Daytime strip will start April 13 from 2:30 to 3 p.m. No definite period has been set for the fall evening show, Moore pointed out, although Friday, 8:30-9, is being considered. CBS also benefits from the deal because of a settlement for its summer repeat rights to the current Storm Show, which goes off its web April 11.

...e fate of ...ed. Nestle ...current ...d beyond ...okayed ...ow and ...n," in

...or th... ...show, featu... ...ou Pitts and Roy Robert... will begin its Monday through Fr... day daytime run on the ... April 13.

I T C MEMO

ITC SELLS GALE STORM SHOW TO ABC-TV IN RECORD FIVE-YEAR PACT!

VARIETY

ITC's $2,000,000 Profit In ABC-TV

THE Hollywood REPORTER

'Fury' Renewal 2d Web Sale For ITC

On the heels of its $5,000,000 sale of the Gale Storm telefilm series, "Oh, Susanna," to ABC, Jack Wrather's Independent Television Corp. has completed another network sale with the renewal of "Fury" for its fifth year on NBC-TV by General Foods and Borden, Walter Kingsley, president of ITC, announced y
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BROADCASTIN
THE BUSINESS WEEKLY OF TELEVISION AND

Borden Co., General Foods Renew ITC's "Fury" for 5th Year

Independent Television Corp. reports filming of 22 half-hou tv shows will start June 22 a Gower Studios, Hollywood. T will be seen for the fifth year TV this fall (Sat. 11-11:30 sponsors of the series, al fifth year, are The Bord Post Cereal Div. of Ge both through Benton & B

RADIO DAILY ... TELEVISION DAILY
Wednesday, March 11, 1959

ITC Sets "Fury" For 5th Year On NBC-TV Network

NBC-TV network will telecast Independent Television's "Fury" series for its fifth year. The ITC network sale, ITC's second this year, was made through Benton & Bowles for General Foods and The Borden Company.
Under the renewal contract, the new "Fury" series begins on Oct. 10, runs for 52 weeks.
ITC recently sold to ABC-TV its "The Gale Storm Show, Oh Susanna" in a deal said to involv $5-million.
"Fury," originally a
and acqu

I T C MEMO

TH

ABC, In $3,000,00 eal, Dr Gale Storm Show Away Fro

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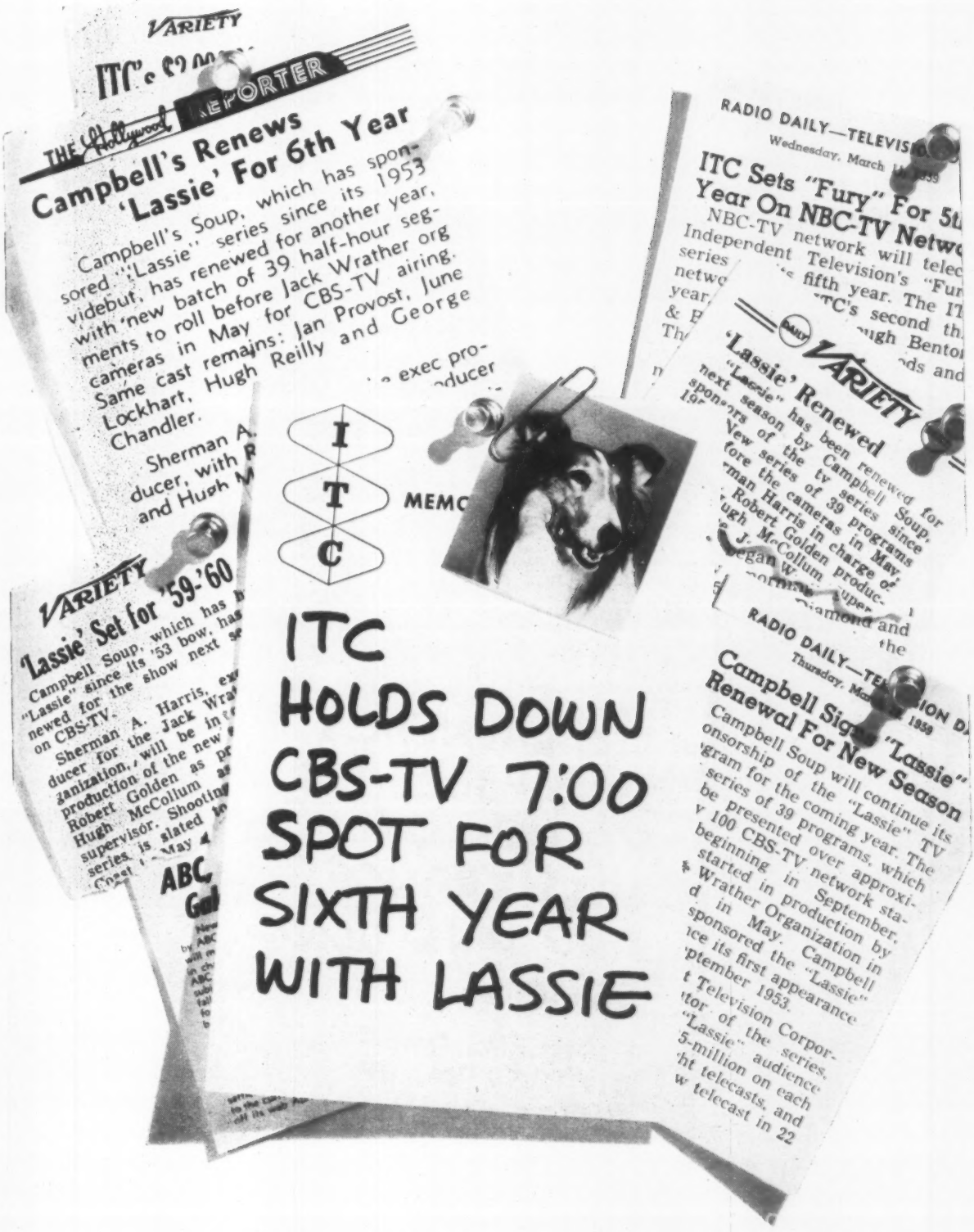
ITC'S "FURY" RENEWED BY GENERAL FOODS AND THE BORDEN CO. FOR 5th YEAR ON NBC-TV!


VARIETY
THE Hollywood REPORTER
Campbell's Renews 'Lassie' For 6th Year
Campbell's Soup, which has sponsored "Lassie" series since its 1953 videbut, has renewed for another year, with new batch of 39 half-hour segments to roll before Jack Wrather org cameras in May for CBS-TV airing. Same cast remains: Jan Provost, June Lockhart, Hugh Reilly and George Chandler.
RADIO DAILY—TELEVISION
Wednesday, March
ITC Sets "Fury" For 5th Year On NBC-TV Network
NBC-TV network will telec
Independent Television's "Fur
series
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VARIETY
'Lassie' Renewed
"Lassie" has been renewed for next season by Campbell Soup. New series of 39 programs fore the cameras in May
Robert Golden charge of
J. McCollum produc
VARIETY
'Lassie' Set for '59-'60
Campbell Soup, which has "Lassie" since its '53 bow, has newed for the show next
on CBS-TV.
Sherman A. Harris, ex ducer for the Jack Wra anization, will be in t production of the new Robert Golden as pr Hugh McCollum as supervisor. Shooting series is slated to
ABC
RADIO DAILY—TE
Thursday, Ma
1959
Campbell Signs "Lassie" For New Season
Campbell Soup will continue its onsorship of the "Lassie" TV gram for the coming year. The series of 39 programs, which be presented over approxi v 100 CBS-TV network sta beginning in September. started in production by Wrather Organization in d in May. Campbell sponsored the "Lassie" ice its first appearance tember 1953.
t Television Corpor tor of the series. "Lassie" audience 5-million on each ht telecasts, and w telecast in 22
I
T
C
MEMO
ITC HOLDS DOWN CBS-TV 7:00 SPOT FOR SIXTH YEAR WITH LASSIE

VARIETY

ITC's ... Ding Dong ...

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

'Ding Dong' in 27 areas • *Ding Dong School* (tv kindergarten), distributed by Independent Television Corp., N.Y., has been renewed in 27 markets before the series makes its fall start. ... kets, Henry G. Sape... the series, says. Proc... series for ...

VARIETY

Wednesday, June 10, 1959

'Ding Dong' Digs Up $500,000 In Spot Biz on Syndicatio...

"Ding Dong School," the Dr. Frances Horwich series revived via syndication, has about $500,000 worth of "built-in" spot biz riding for it on its current market-by-market trail.

Henry G. Saperstein, whose production company is doing the show, said that out of 20 participations slated for the half-hour daytime stripper, 10 have been accounted for via regional and national spot deals. The remaining 10 spots will be available for local sponsors.

Topper of H. G. Saperstein Associates, also spoke of his other shows, "All Star Golf," slated for its third season on ABC-TV starting this fall, and "Championship Bowling," syndicated show now going into its sixth year of filming and distributed by Walt Schwimmer's Chicago-based outfit.

"Ding Dong" is distributed by Independent Television Corp., which has racked up sales in over 50 markets. "Ding Dong" is being produced on both film and tape, with the purchasing stations given the option on which medium they want.

Spot buyers lined up for scheduled Monday-through-Friday daytime half-hour shows include Cocoa Marsh, Crayola, Alpha Character Doll, Craft, and Rainbow Craft. All signed up for 13 weeks with usual options.

Stations signing for the ... include: KTLA, S. F.; WGN-TV, Chicago; KTLA, Los Angeles; CKLW, Detroit; WFIL-TV, Philadelphia; WTAE, Pittsburgh; WMAL, Washington; WMAR, Baltimore; WSB-TV, Atlanta; WLW-A, Atlanta; WTCN-TV, Minneapolis; KTNT, Seattle; WMCT, Memphis.

Film Vs. Tape ...

RADIO DAILY—TELEVISION DAILY

Wednesday, March ... 1959

...ts "Fury" For 5th ...n NBC-TV Netwo...

...V network will teleca... ...nt Television's "Fury ... its fifth year. The ITC ... ITC's second this ...

...ROADCASTI...

...E BUSINESSWEEKLY OF TELEVISION AND ...

...v Syndication Plan Readie... 'Ding Dong School' on Fil...

...ns for national syndication of the ... *School* children's series to adver... ...xt March—perhaps through the ...g Jack Wrather Organization—... ...ed last week.

...newest project marks another step ...ried fortunes of the pre-school p... ...seen on NBC-TV in the mid-fift... ...bsequently slated for the Sylvester ...Weaver network that never materia... ...More recently, WGN-TV Chicag... ...ed plans to offer videotape version ...eries, which it has been carryin... ...ace Aug. 26, 1957, to other stations ...untry.

...t announcement, Ward L. Quaal, ...dent and general manager of ...TV, and Dr. Frances Horwich, ...ar, said that the program will be ...ionally via film early in 1959. ...orted, it will con... ...until a ...

...Goddess of the... ...eturns Via Bo..., T...

...LAINE LANE

...e questions most asked through t... ...R. Horwich—Miss Frances of the Di... ...turns to TV today—have been com... ...). Publication of Bringing Up Your C... ...dept.) and the half-... ...umed this morn... ...ork on Channel 13 ... ...ering joy to the ... ...throughout the ... ...tance, 89 cities ... ...ow this month! ... ...many parents ... ...e charm and ... ...to com... ...s, Dr. Hor... ...the Ding... ...in 1952 ... ...a set of ... ...found ... ...pres... ...son of ... ...had ... ...Uni... ...ugh ...

MISS FRANCES

...ject of learning to read must be ...forement with this educator. ...Despite what people say, ...more children are learning to ...read more easily now than ever ...efore." Some of the reasons for ...acksliders, she lists: ...Not inciting a child ...st in reading and ... ...the chief fault ... ...to learn to ...

...Without ... worries ...

I T C MEMO

ITC LAUNCHES SMASH SUCCESS RETURN OF MISS FRANCES AND DING DONG SCHOOL

PIONEERS DUAL DISTRIBUTION OF SERIES ON FILM AND TAPE

NEW YORK HERALD TRIBUNE TUESDAY,

...ie Torre Reports

'Ding Dong School' Back On 100 Major Stations

"Ding Dong School" is one of those programs that every one has always said *should* be on television and . . . well, now it is!

Evicted from the NBC network three years ago amid a storm of protest that almost re... ...en masse to the office of Robert... "Ding Dong S...

... answer.

...ighting for TV programming for ...children," she said, "but the trouble is they're ... talking about it with...

VARIETY
RADIO DAILY—TELEVISION DAILY
Wednesday, March
TUESDAY
Here
Torre Reports
'Four Just Men' Hot on Sales Front
Four Just Men' Sold To 138 Markets
RADIO DAILY—TELEVISION DAILY
Wednesday, September
ROADCASTIN
Plan Readied
'chool' on Film
Wednesday, Sept
100-Market Sales On '4 Just Men'; Big O'Seas Take
Independent Television Corp.'s "Four Just Men," produced by Sapphire Films in England, has come through on the syndication sales front with flying colors—representing breakthrough for British product in the American market.
ITC may not be able to crow about the profits which will accrue to the producers. The talent billing
RADIO DAILY—TELEVISION DAILY
Wednesday, August 12, 1959
ITC 'Just Men' Sales Top Million in 4 Weeks
"Four Just Men," film series
produced in Engl
nearing $2,000,00
gross sales of $1,0
four-week perio
been offering t
syndication fiel
the series in 74
and CBC has b
nadian station
The new re
markets tota
were announ
by ITC syndi
Hardie Friel
include an
markets in
Oregon; K
tal Oil, C
Power & J
VARIETY
Wednesday, July
Ink 3 Regionals On '4 Just Men'
Independent Television Corp. has lined up three regionals for its "Four Just Men," each regional in a different section of the country. North of the border, ITC sold the show to the Canadian Broadcasting Corp.
Skein was made by U.K.'s Sapphire Films, as a coproduction with Jack Wrather Organization. It stars Dan Dailey, Richard Conte, Jack Hawkins and Vittorio DeSica.
In the east, Schaefer Brewery inked for nine markets, exclusive of N.Y. Markets taken
include Philadelphia
Goddess of the Nurs
Book, TV
Ding-D
Your Child
this book last week
DR. FRANCES HORWICH,
"Four Just Men," she said, "but the trouble is
talking about it within
MEMO
ITC TAKES SYNDICATION'S BOLDEST STEP WITH THE MOST LAVISH ALL-STAR SERIES EVER OFFERED IN FIRST RUN LOCAL MARKETING!
THE FOUR JUST MEN
DAN DAILEY
JACK HAWKINS
RICHARD CONTE
VITTORIO DE SICA

VARIETY
BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
August 3, 1959
Cannonball
Television
series has risen to
with a recent purchase by Garrett
Freightlines, Salt Lake City, for seven
western markets. The programs, which
deal with the trucking industry, will
originate at KSL-TV Salt Lake City and
will be beamed via microwave relay
over the Skyline Network to the follow-
ing stations: KBOI-TV Boise, KID-TV
Idaho Falls, KLIX-TV Twin Falls, all
Idaho, and KSLF-TV Butte, KFBB-TV
Great Falls and KOOK-TV Billings, all
Montana.
RADIO DAILY—TELEVIS
Wednesday, March
'Fury' For 5th
NBC-TV Networ
VARIETY
ITC Expands Its
Release Schedule
Independent Television Corp.
has hit a releasing stride which
tops that of its absorbed
vision Programs of Amer-
puts it at the fore-
the majors
'Sergeant Preston' Now
Sold In 95 Markets
ecently offered in syndication after
ee-year run on CBS-TV, "Ser-
Preston of the Yukon" has been
total of 95 markets, it's re-
Walter Kingsley, president
ent Television Corporation,
dicating the series for
Jack Wrather. As re-
olonial Stores of At-
ed the series for 16
in eight Southern
ide (candy), for
York, Chicago,
Boston.
'Jeff's Collie'
Even Gets His
Own Task Force
Independent Television Corp.
has formed a special Jeff's Collie
Division, similar to that formed
years back by Ziv on "Cisco Kid."
task force at this stage, now is
hard at work preparing for the
bulk of renewal orders.
Headed by Al Unger, the unit
already has whalked up a good
percentage of the early renewals
and have signed up some markets
for a full three-year deal on the
off-network ("Lassie") entry. (The
majority of the first year contracts
expire in the fall period.) Show
currently is being telecast in 107
markets.
Markets coming in for a full
three years of "Jeff's Collie" now
include Albany, N.Y., Norfolk, Va.;
Cincinnati, South Bend, Ind.; and
Honolulu. The three-year roster
at this date is about 11 markets.
Renewals on the early dates have
been scored in about 80% of the
markets, the roster approximating
14 markets.
One of the big pitches to sta-
tions and sponsors is the all family
appeal of the show, backed by a
rating and advertising roster show-
ing the adult appeal of the skein.
Among the representative sponsors
currently riding the show are a
wide sampling of advertisers pitch-
ing strictly to the adult trade.
Roster includes Pearson Ford, San
Diego, First National Bank of Ore-
gon, Miami Security Bank & Trust,
et al.
Unger also heads up Arrow Pro-
ductions, ITC's rerun division, op-
erated separate and apart from
the Jeff's Collie unit. Exclusive
handling of the Jack Wrather Or-
ganization property was dictated
by the desire to get maximum
mileage for the longterm program
ITC SETS A
RECORD WITH
SIX SHOWS PUT
INTO SYNDICATION
IN SEVEN MONTHS!
THE FOUR JUST MEN
BRAVE STALLION
DING DONG SCHOOL
SERGEANT PRESTON OF THE YUKON
CANNONBALL
JEFF'S COLLIE
RADIO DAILY
Wednesday, December 9, 1959
'Four J Men' Sold
To 138 Markets
Hollywood—Jack Wrather's In-
ternational Television Corpora-
tion, has pacted its "Four Just
Men," series in a total of 128
markets, 80 in U.S. cities and 38
in Canada. The International Pro-
duction, filmed in various locales,
co- stars Richard Conte, Dan
Dailey, Vittoria De Sica, and
Jack Hawkins.
the series in
and CBC has
nadian station
The new
markets
were annou
by ITC sy
Hardie Fr
include an auto distributor for six
markets in California, Utah and
Oregon; Kroger Stores, Continen-
tal Oil, General Electric, Duke

VARIETY
ITC's Black Ink Status As Deals Start to Multip
Syndication Ride For Foreign Car Makers ITC Deals
Ink 3 Regionals On '4 Just Men'
RADIO DAILY—TELEVISION
Tuesday, July 21, 1959
Drake-Chunkie Sponsor
ITC Series in New York
Fri., July 24, 1959
7 More For 'Cannonball'
ITC'S SALES SOAR WITH PACTING OF GIANT REGIONALS!
GENERAL FOODS
DREWRYS, LTD.
STANDARD OIL OF TEXAS
KROGER CO.
STAG BEER
SUN OIL CO.
HENRY HEIDE
SCHAEFER BEER
VOLKSWAGEN
GENESEE BEER
CONTINENTAL OIL CO.
CHUNKY CHOCOLATE
PROGRESSO FOODS
PEARSON CANDY
OKLAHOMA GAS AND ELECTRIC
Oregon; Kroger Stores, Continental Oil, General Electric, Duke Power &

VARIETY
ITC's Black Ink Status As Deals
& Syndication Ride
Wednesday, September 2, 1959
ITC's Unique U.S.-U.K. Status With Full Program Spread on British TV
Because of its British partners, Independent Television Corp. (ITC) finds itself in a unique position. It's the only telefilm outfit in the States that can offer a U. S. producer a guaranteed sale in the tight, but No. 1 foreign market of England.
That guaranteed sale situation is creating ripples in the trade, with many top American shows going begging in the U. K. ITC has had a number of bids to take on foreign distribution of certain shows, but at this point is holding off on making any decision. In some cases, ITC is holding out for full distribution rights to properties, using its guaranteed sale in the U. K. and its success in other foreign markets, as its trump card.
ITC, partnered by the Jack Wrather Organization and Associated TeleVistion (ATV) of England, has sold every one of its 18 shows in England. Many of them were properties of Television Programs of America, acquired by ITC and sold prior to the acquisition of ITC's formation.
Such American hit series frequently making the top 10 as "Danny Thomas Show," "Rifleman," "Father Knows Best," "Real McCoys" are unsold in England. ITC also is doing very well in Canada and has hoisted a sold out flag in Australia. Mexico, another of the major foreign revenue producing markets, also is ladened with ITC product.
In Canada, the second largest ITC sold the
Britain's ATV Prospect Bright Picture, $25
London, Feb. 10.
Associated TeleVision, the commercial tv outfit which has the weekend franchise in London and the weekday contract in the Midlands, has applied to the Stock Exchange for permission for dealings in its stock. To conform with the requirements it has published a prospectus giving a background history of the company, a picture of its ramifications and a forecast of its prospects.
Two major aspects stand out in the prospectus. The first is the rapid growth in the revenue of the company, which has more than trebled in three years; and the wide extent of its overseas and ancillary interests, including its American holdings in Independent Television Corp., its substantial buy into Australian broadcasting and tv, its 50% stake in Pye Records and an investment of $1,400,000 in British Relay Wireless and Television, which is a leading distributor of piped tv. Additionally, ATV is negotiating with the Muzak Corp. to obtain a concession on a royalty basis in the UK and Ireland for the distribution of background music on the lines developed by Muzak in North America. The terms for such a concession have been agreed in principle and a formal agreement is expected shortly.
ATV also owns the freehold of the National Studios at Elstree, the Wood Green Empire, which is its principal studio, and has acquired
'Jeff's Even Own
Independent has formed a Division, similar years back by Z Division, made a task force at this hard at work pre bulk of renewal
Headed by Al U. already has whalke percentage of the and have signed up a for a full three-year off-network ("Lassie") majority of the first ye expire in the fall per currently is being telec markets.
Markets coming in three years of "Jeff's Co include Albany, N.Y., Cincinnati, South Bend, Honolulu. The three-ye at this date is about 11 Renewals on the early d been scored in about 85 markets, the roster appro 14 markets.
One of the big pitche tions and sponsors is the a appeal of the show, back rating and advertising root ing the adult appeal of th Among the representative currently riding the show wide sampling of advertiser ing strictly to the adult Roster includes Pearson Pet Diego, First National Bank & gon, Miami Security Bank & et al.
Unger also heads up Arre ductions, ITC's rerun divisio erated separate and apart the Jeff's Collie unit. Exc handling of the Jack Wrathe ganization property was dic by the desire to get maxi mileage for the longterm pro commitment.
VARIETY
ATV's $4,500,000 to Convert Studio From Pix to TV; Adds Four Stages
Wednesday, 26, 1959
TELEVISION D
London, Aug. 25.
Decision by Associated Television Ltd., commercial web serving the Midlands during the week and London on Saturday-Sunday to convert National Studios, Elstree, from a movie studio to a tv studio will mean, eventually, abandonment of its existing outfits at Highbury, Hackney in London. New terms of leases will be much as Highbury has only one each and the revamp will provide six. ATV intends to spend $ conversion and have operating at Nationa will install the not only for live but also for taping Videpix product subsidiary, Independ Corporation. Ltd excepting
Marketing
Collins and ATV Seek Five Top Cdn. Outlets
IN SIGHT
Wednesday, August 19, 1959
VARIETY
there, the present picture's far from gloomy. ATV Group profit before taxation for the year ended April 30 was $14,886,000, the parent company's profit being around $7,282,800. Balance available for appropriation was $8,537,000.
Littler reaffirms in his statement that ATV would welcome
ATV
ITC'S BRITISH AFFILIATION ATV HAS PEAK SALES YEAR WITH A $14,886,000 PROFIT!
markets in California, Utah and Oregon; Kroger Stores, Continental Oil, General Electric, Duke Power & Light, and other regional buyers, including

ITC Grossed $4,346,258 From Foreign Markets

Independent Television Corporation ended its first year of operation with a foreign sales total of $4,346,258, according to ITC President Walter Kingsley yesterday. For the year ended Sept. 1, he said the total represented $1,721,890 in the Western and $2,624,368 in the Eastern Hemispheres from combined sales activities of ITC and its subdistributor, ITC, Ltd. of England. Kingsley said his company is now providing 188 weekly half-hours of TV shows outside the U. S., with 19 properties currently sold and running in 39 countries abroad. Kingsley added that ITC is "sold out" in England, Australia and the Philippines.

KINGSLEY

The soaring growth period in foreign TV and ITC's foreign distribution because of its British partners, were th two factor which Kingsle said weigh "heavily ITC's inter tional acc plishment."

Quota Restrictions

Pointing out that the B quota restrictions, which t unofficial, are exceedingly tive in limiting the telecast foreign product to 14 per total commercial programming, Kingsley said that TV producers find themselves in the same position motion picture producers were in when they had to turn to foreign sales for a good portion

BROADCASTING
SINESSWEEKLY OF TE ON AND RADIO

wn Mexico way • Independent ion Corp. has sold Four Just film series for firm 52 weeks can division of Chrysler Motor Fabrica Automex S. A., via id General, Mexico City, ad- agency) which paid $40,000 in all four tv markets in tha Foreign sales for Fo total $ ITC's dire rought in 000

VARIETY

Wednesday, Sept. 23, 19

ITC's $4,346,258 O'seas Sales In Yr.

Foreign sales for Independent Television Corp. for its first year of operation ending in Sept. 1 totalled $4,346,258. The sizeable gross represented $1,721,890 in the Western Hemisphere and $2,624,368 in the Eastern Hemisphere from the combined sales activities of ITC and its sub-distributor ITC, Ltd. of England.

ITC currently has 19 properties currently sold and running in 39 foreign countries.

ITC Foreign Sales $4,346,258 In First Year of Operation

New York.—Foreign sales of Independent Television Corp for its first year of operation ended Sept. 1 totaled a terrific $4,346,258, according to figures released yesterday by president Walter Kingsley.

Of the sum, $1,721,890 was from the western hemisphere (Latin America and Canada) and $2,624,368 from the eastern hemisphere (Europe to Japan and Australia). Amount resulted from sales activities of ITC and its British sub-distributor, ITC, Ltd.

Company is now providing 188 weekly half-hour programs outside the United States, Kingsley said, with 19 properties currently sold and running in 39 foreign countries, and ITC is "sold out" in England, Australia and the Philippines.

ITC is jointly owned by the Jack Wrather Organization and Associated TeleVision, Ltd. with latter providing strong representation in the British market where import product is restricted to 14 percent of total schedules of commercial programming.

VARIETY
Wed., Sept. 23, 195

ITC Foreign Sales Hit $4 Million 1st Yr.; 3d Of All Take

Independent Television Corp.'s foreign sales totaled $4,346,258 in its first year of operation ended Sept. 1, prexy Walter Kingsley reported yesterday. Although Kingsley didn't bring the matter up, the foreign sales accounted for 31[illegible] ITC's total gross, reported two weeks ago at nearly $14,000,000.

Breakdown on sales abroad revealed revenues of $1,721,890 in the western hemisphere (Canada and Latin America) and $2,624,368 in the eastern hemisphere (United Kingdom, Africa and the Far East). The hemisphere includes ern hemisphere by ITC Ltd. of England, sub-distributor.

Kingsley laid the heavy international sales on "the soaring ces on the unique nature of ITC's foreign tv is achieved jointly by ITC and setup, which is owned and Associated Broadcasting Corp. of London. owner- qualifies and ITC England setup. ase ITC

THE SPOT REPORTER

ding a irs out- es cur- 39 for- d.

Japan Upping Its Vidpix Ceiling

Indications point to Japan increasing its ceiling of $300 per episode for telepix, according to Abe Mandell, manager of the foreign sales department of Independent Television Corp.

Mandell, who recently returned from a selling tour of the Far East, said that Japan's economy is mushrooming and that current sales of tv sets is running at about 200,000 a month. The ceiling imposed by the Finance Ministry of Japan, has been a bone of contention among American exporters for quite a long while now.

Hardie Fur include an markets i Oregon; K tal Oil.

'Buyers' M

It takes a hot to make sales in t can market in whi vision show polic with the result that backlog of telefilm hanging that field. T of the South of the bo tion was given here yes Abe Mandell, ITC manag ternational sales, Wester sphere, in an exclusive in dell returned this week fr trip to the northern sector Latin American area. Mandell said his trip was hi ly successful because his main pu pose was to launch ITC's "Fro Just Men" series in markets h visited.

However, he added that the buyers' market, with as many as 50 to 60 properties being offered in Mexico alone has advertisers and stations not only highly se lective but they also are using hour buying leverage to bring rices down.

The Mexican situation, M dell said, is pretty much par- allel to the markets in [illegible] be 50 to 60

VARIETY Wednesday, September 16, 1959

Black Ink for ITC After One Yr.; Grosses $13,989,787, 50% Over TPA

Independent Television Corp. (ITC) issued a "boom-boom" report on its first year of operation. Company reported a gross of $13,989,787 for the year ended Sept. 1, representing a 50% increase over the previous year's sales of Television Programs of America, the company ITC acquired by purchase shortly after its formation last year.

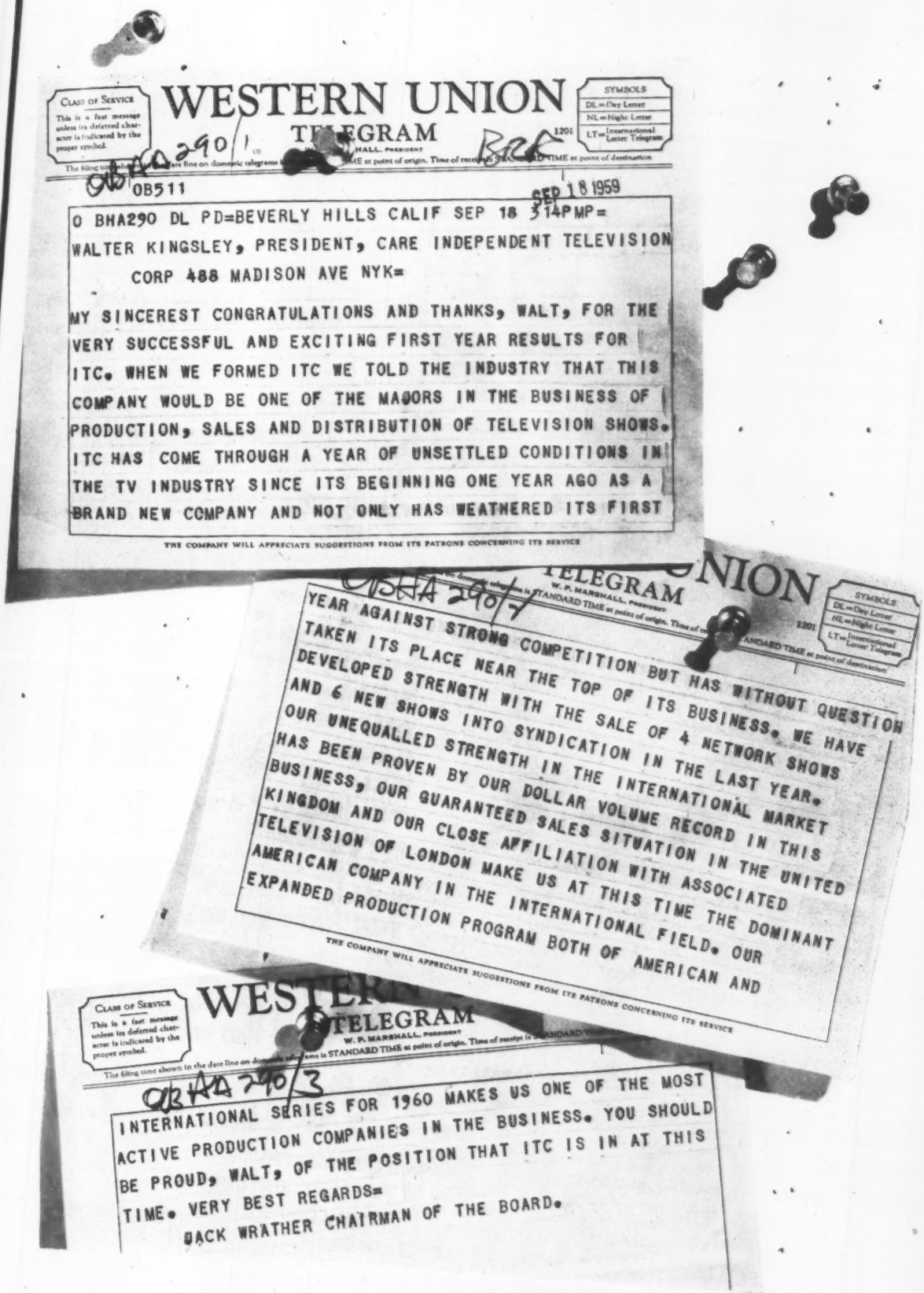
The report did not spell out any profit picture, other than saying that ITC since Jan. 1, has been operating in the black. Prexy Walt Kingsley stated that "each quarter of our first year operation has shown a marked increase over the previous one, indicating that the coming year will reflect even greater sales, production and distribution advance and momentum."

ITC, owned jointly by the Jack Wrather Organization and Associated TeleVision of London, said that plans call for at least four more programs to be added to the syndication list within six months. Outstanding sales in the third and four quarters of the present year include "The Gale Storm Show," sold to ABC for $2,500,000 with the Warner-Lambert Pharmaceutical as nighttime sponsor; the renewal of "Fury" for its fifth year by General Foods and Bordens; and the release and sale of five syndication skeins: "Cannonball," in 105 markets; "Sergeant Preston," 95 markets; "Jeff's Collie," 167 markets; "Brave Stallion," 102 markets; and "Ding Dong School," 75 markets.

Latest entry "Four Just Men" was reported to be sold in 101 U.S. markets, to the Canadian Broadcasting Corp., Fabrica Automex, S.A. for all of Mexico, to the U.K. and Australia, for a total gross take to date of $1,910,000.

Sale of Arrow Productions, the re-run division of ITC, with 11 programs on its sales schedule, for

$4,346,258
J'seas Sales In Yr.
Foreign sales for Independent Television Corp. for its first year of operation ending in Sept. 1 totalled $4,346,258. The sizeable gross represented $1,721,890 in the Western Hemisphere and $2,624,368 in the Eastern Hemisphere
$13,989,787 Gross In 1st Year of ITC's Global Operations
Marking a 50 percent sales increase over the previous year's level attained by TPA, which it acquired by purchase last year, Independent Television Corp. ended the first year of its global operation on Sept. 1 with a gross of $13,989,787, it's announced by ITC president Walter Kingsley.
ITC, jointly owned by the Jack Wrather Corporation and Associated TeleVision, Ltd. of London, is currently providing 1200 hours of programming a week to stations and sponsors domestically and 188 weekly half-hours throughout the rest of the world. Kingsley states that ITC has been operating in the black since Jan. 1, after an initial three-month organizational period.
Outstanding sales in the third and fourth quarters of the present year include a $2,500,000 sale of the Gale Storm Show to ABC, with Warner-Lambert Pharmaceuticals as sponsor; renewal of "Fury" for its fifth year by General Foods and Borden's; and release and sale of five syndication skeins, "Cannonball" in 105 markets, Sergeant Preston of the Yukon" in 95 markets, "Jeff's Collie" ("Lassie"-type re-runs) in 102 markets, and "Brave Stallion" version of "Ding Dong School" in 75 markets.
ITC is providing 1,200 hours of programming a week to stations and advertisers in the U.S. and 188 weekly half-hours throughout the rest of the world.
The company "has been operating in the black since Jan. 1" after three months of organizing sales and staffing. Each quarter of the first year's operation showed a "marked increase" over the previous one.
During the last half of this year, ITC sold The Gale Storm Show—Oh! Suzanna to ABC-TV for $2.5
(Warner-Lambert Pharm
is the sponsor)
its fif
BROADCASTING
ITC SALES REPORT
50% Increase over TPA's 1958 figures
Independent Television Corp. has ended its first year's operations (as of Sept. 1) with $13,989,787 in gross revenue, a 50% increase over the previous year's sales of Television Programs of America which ITC purchased last year.
In a report released today (Sept. 14), Walter Kingsley, ITC president, also counted off these advances:
ITC is providing 1,200 hours of programming a week to stations and advertisers in the U.S. and 188 weekly half-hours throughout the rest of the world.
The company "has been operating in the black since Jan. 1" after three months of organizing sales and staffing. Each quarter of the first year's operation showed a "marked increase" over the previous one.
During the last half of this year, ITC sold The Gale Storm Show—Oh! Suzanna to ABC-TV for $2.5
(Warner-Lambert Pharm
is the sponsor)
its fif
VARIETY
Jack Wrather's ITC First Year Global Gross Is $14 Million
The Jack Wrather Associated Television Ltd.-owned Independent Television Corp. ended its first year of operations with a global gross of $13,939,787, a 50% increase over the previous year's sales of its predecessor company, Television Programs of America, according to ITC prexy Walter Kingsley. Moreover, Kingsley stated, the company has been operating in the black
since the first of January, following
ing a three-month reorganizational
period. Kingsley, reviewing sales
in recent months, said the taped
"Ding Dong School" is now sold
in 75 markets, while "Cannonball"
is in 106, "Sgt. Preston of the
Yukon" in 95, "Jeff's Collie" in 102
167 and "Brave Stallion" in 102
markets.
New "Four Just Men" is sold in
101 markets plus Canada, the
United Kingdom, Australia and
Mexico for a global gross of $1,
910,000 to date, he said. Total of
19 ITC shows are sold and running
foreign countries, he said.
said ITC plans to re-
four more programs
the next six



WESTERN UNION

TELEGRAM

W. P. MARSHALL, PRESIDENT

CLASS OF SERVICE
This is a fast message unless its deferred character is indicated by the proper symbol.

SYMBOLS
DL = Day Letter
NL = Night Letter
LT = International Letter Telegram

1201

The filing time shown in the date line on domestic telegrams is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

OBHA290/1 BRK

OB511

SEP 18 1959

O BHA290 DL PD=BEVERLY HILLS CALIF SEP 18 314PMP=
WALTER KINGSLEY, PRESIDENT, CARE INDEPENDENT TELEVISION
CORP 488 MADISON AVE NYK=

MY SINCEREST CONGRATULATIONS AND THANKS, WALT, FOR THE VERY SUCCESSFUL AND EXCITING FIRST YEAR RESULTS FOR ITC. WHEN WE FORMED ITC WE TOLD THE INDUSTRY THAT THIS COMPANY WOULD BE ONE OF THE MAJORS IN THE BUSINESS OF PRODUCTION, SALES AND DISTRIBUTION OF TELEVISION SHOWS. ITC HAS COME THROUGH A YEAR OF UNSETTLED CONDITIONS IN THE TV INDUSTRY SINCE ITS BEGINNING ONE YEAR AGO AS A BRAND NEW COMPANY AND NOT ONLY HAS WEATHERED ITS FIRST

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

OBHA 290/2

YEAR AGAINST STRONG COMPETITION BUT HAS WITHOUT QUESTION TAKEN ITS PLACE NEAR THE TOP OF ITS BUSINESS. WE HAVE DEVELOPED STRENGTH WITH THE SALE OF 4 NETWORK SHOWS AND 6 NEW SHOWS INTO SYNDICATION IN THE LAST YEAR. OUR UNEQUALLED STRENGTH IN THE INTERNATIONAL MARKET HAS BEEN PROVEN BY OUR DOLLAR VOLUME RECORD IN THIS BUSINESS, OUR GUARANTEED SALES SITUATION IN THE UNITED KINGDOM AND OUR CLOSE AFFILIATION WITH ASSOCIATED TELEVISION OF LONDON MAKE US AT THIS TIME THE DOMINANT AMERICAN COMPANY IN THE INTERNATIONAL FIELD. OUR EXPANDED PRODUCTION PROGRAM BOTH OF AMERICAN AND

OBHA 290/3

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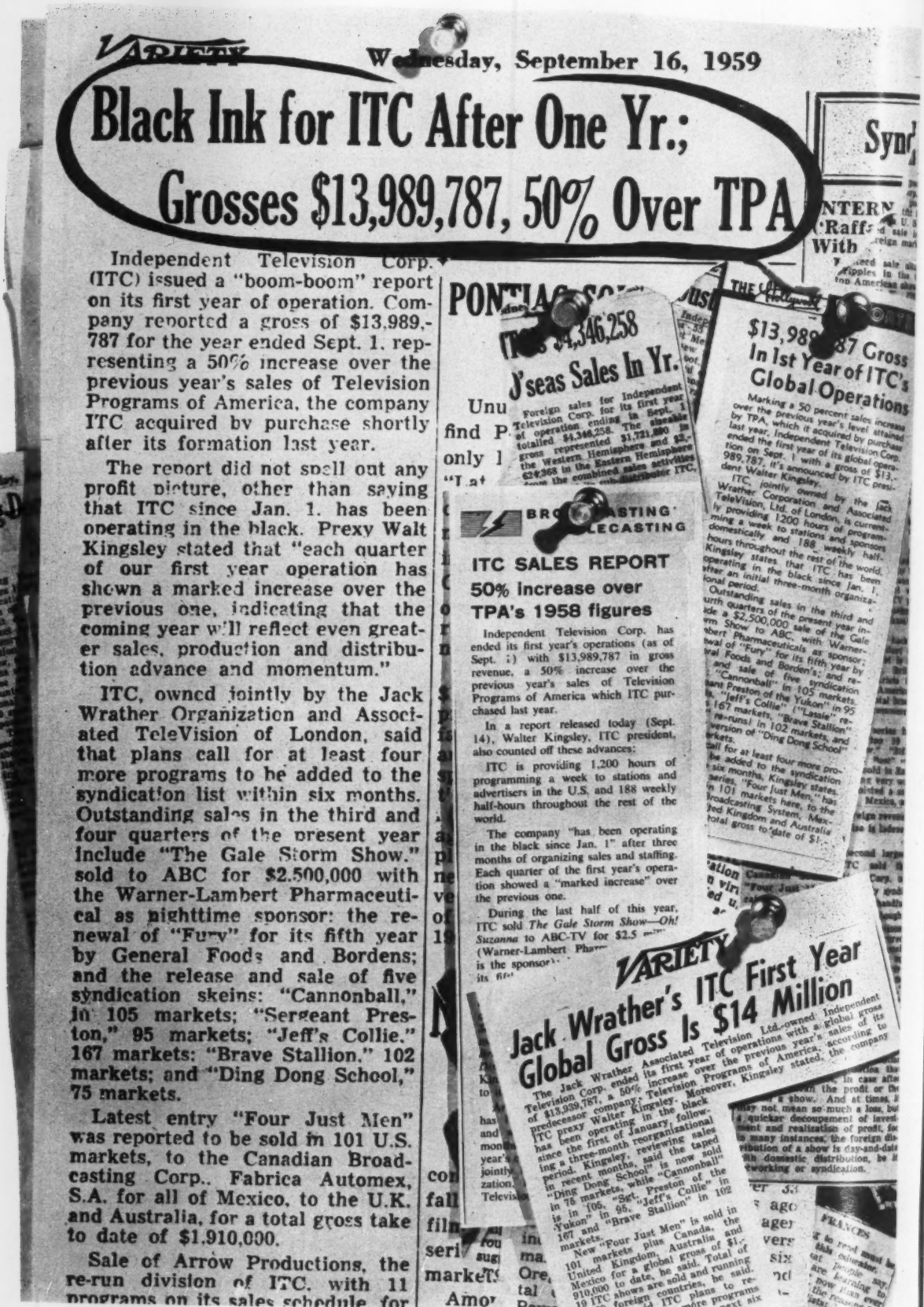
JACK WRATHER CHAIRMAN OF THE BOARD.



VARIETY Wednesday, September 16, 1959

Black Ink for ITC After One Yr.; Grosses $13,989,787, 50% Over TPA

Independent Television Corp. (ITC) issued a "boom-boom" report on its first year of operation. Company reported a gross of $13,989,787 for the year ended Sept. 1, representing a 50% increase over the previous year's sales of Television Programs of America, the company ITC acquired by purchase shortly after its formation last year.

The report did not spell out any profit picture, other than saying that ITC since Jan. 1, has been operating in the black. Prexy Walt Kingsley stated that "each quarter of our first year operation has shown a marked increase over the previous one, indicating that the coming year will reflect even greater sales, production and distribution advance and momentum."

ITC, owned jointly by the Jack Wrather Organization and Associated TeleVision of London, said that plans call for at least four more programs to be added to the syndication list within six months. Outstanding sales in the third and four quarters of the present year include "The Gale Storm Show," sold to ABC for $2,500,000 with the Warner-Lambert Pharmaceutical as nighttime sponsor; the renewal of "Fury" for its fifth year by General Foods and Bordens; and the release and sale of five syndication skeins: "Cannonball," in 105 markets; "Sergeant Preston," 95 markets; "Jeff's Collie," 167 markets; "Brave Stallion," 102 markets; and "Ding Dong School," 75 markets.

Latest entry "Four Just Men" was reported to be sold in 101 U.S. markets, to the Canadian Broadcasting Corp., Fabrica Automex, S.A. for all of Mexico, to the U.K. and Australia, for a total gross take to date of $1,910,000.

Sale of Arrow Productions, the re-run division of ITC, with 11 programs on its sales schedule, for

PONTIAC ... $4,346,258 J'seas Sales In Yr.

Foreign sales for Independent Television Corp. for its first year of operation ending in Sept. 1 totalled $4,346,258. The sterable gross represented $1,721,890 in the Western Hemisphere and $2,-624,368 in the Eastern Hemisphere ... the combined sales activities ... sub-distributor ITC.

$13,989,787 Gross In 1st Year of ITC's Global Operations

Marking a 50 percent sales increase over the previous year's level attained by TPA, which it acquired by purchase last year, Independent Television Corp. ended the first year of its global operation on Sept. 1 with a gross of $13,-989,787, it's announced by ITC president Walter Kingsley.

ITC, jointly owned by the Jack Wrather Corporation and Associated TeleVision, Ltd. of London, is currently providing 1200 hours of programming a week to stations and sponsors domestically, and 188 weekly half-hours throughout the rest of the world. Kingsley states that ITC has been operating in the black since Jan. 1, after an initial three-month organizational period.

Outstanding sales in the third and fourth quarters of the present year include a $2,500,000 sale of the Gale Storm Show to ABC, with Warner-Lambert Pharmaceuticals as sponsor; renewal of "Fury" for its fifth year by General Foods and Borden's; and release and sale of five syndication skeins: "Cannonball" in 105 markets, Sergeant Preston of the Yukon" in 95 markets, "Jeff's Collie" ("Lassie" re-runs) in 167 markets, "Brave Stallion" in 102 markets, and "Ding Dong School" in 75 markets.

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BROADCASTING

ITC SALES REPORT

50% increase over TPA's 1958 figures

Independent Television Corp. has ended its first year's operations (as of Sept. 1) with $13,989,787 in gross revenue, a 50% increase over the previous year's sales of Television Programs of America which ITC purchased last year.

In a report released today (Sept. 14), Walter Kingsley, ITC president, also counted off these advances:

ITC is providing 1,200 hours of programming a week to stations and advertisers in the U.S. and 188 weekly half-hours throughout the rest of the world.

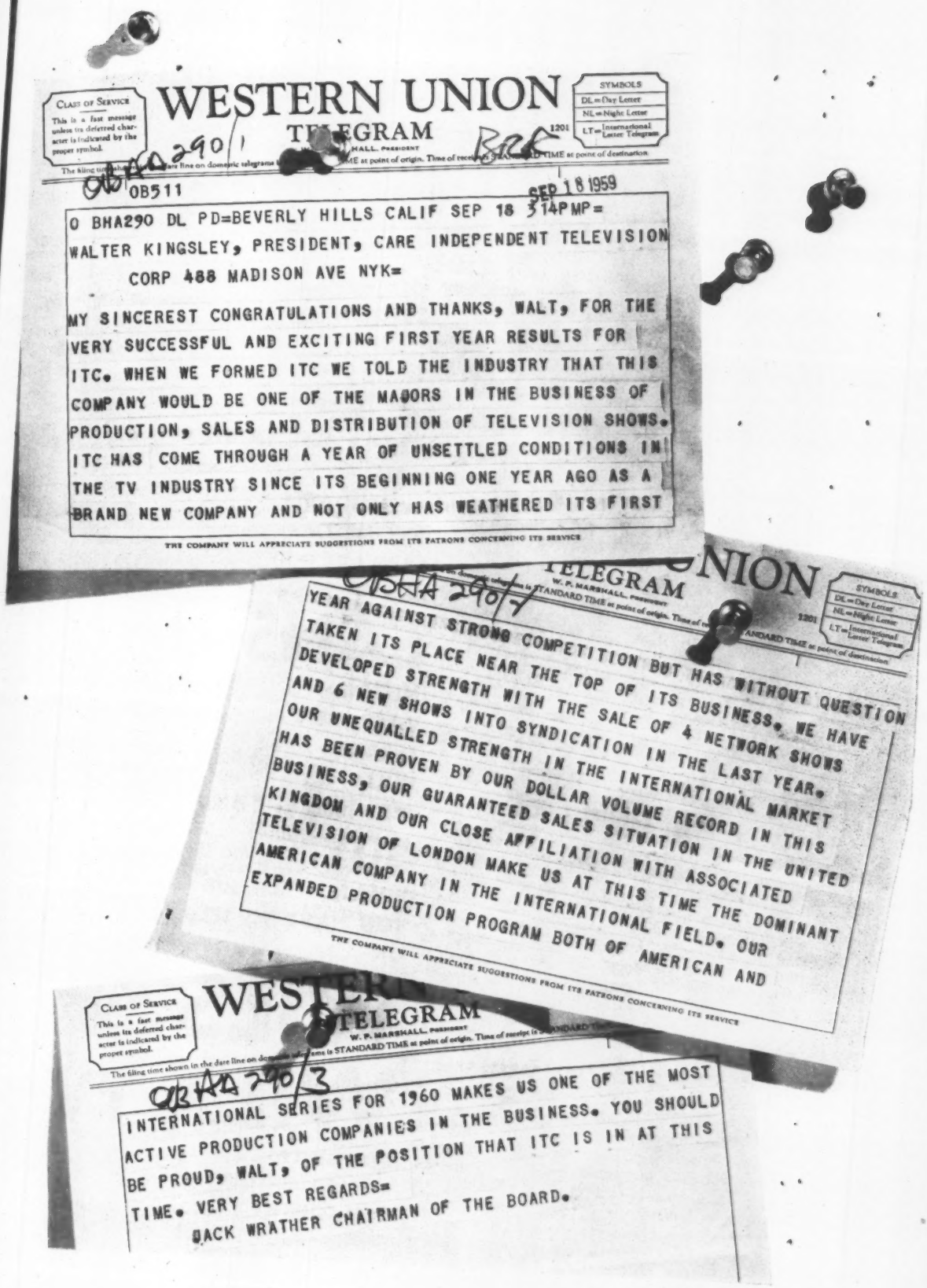
The company "has been operating in the black since Jan. 1" after three months of organizing sales and staffing. Each quarter of the first year's operation showed a "marked increase" over the previous one.

During the last half of this year, ITC sold *The Gale Storm Show—Oh! Suzanna* to ABC-TV for $2.5 ... (Warner-Lambert Pharm... is the sponsor)... its fir...

VARIETY

Jack Wrather's ITC First Year Global Gross Is $14 Million

The Jack Wrather Associated Television Ltd.-owned Independent Television Corp. ended its first year of operations with a global gross of $13,939,787, a 50% increase over the previous year's sales of its predecessor company, Television Programs of America, according to ITC prexy Walter Kingsley. Moreover, Kingsley stated, the company has been operating in the black since the first of January, following a three-month reorganizational period. Kingsley, reviewing sales in recent months, said the taped "Ding Dong School" is now sold in 75 markets, while "Cannonball" is in 105, "Sgt. Preston of the Yukon" in 95, "Jeff's Collie" in 167 and "Brave Stallion" in 102 markets. "Four Just Men" is sold in 101 markets plus Canada, the United Kingdom, Australia, and Mexico for a global gross of $1,-910,000 to date, he said. Total of 19 ITC shows are sold and running in foreign countries, he said. ... said ITC plans to re... four more programs the next six



CLASS OF SERVICE
This is a fast message unless its deferred character is indicated by the proper symbol.

WESTERN UNION TELEGRAM

1201

W. P. MARSHALL, PRESIDENT

SYMBOLS
DL = Day Letter
NL = Night Letter
LT = International Letter Telegram

The filing time shown in the date line on domestic telegrams is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination.

OBHA290/1 BAC

OB511

SEP 18 1959

O BHA290 DL PD=BEVERLY HILLS CALIF SEP 18 314PMP=
WALTER KINGSLEY, PRESIDENT, CARE INDEPENDENT TELEVISION
CORP 488 MADISON AVE NYK=

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THE
313,999 RESIDENTS
WITH
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INCOME OF
$588,989.000
IN

LANSING

MICHIGAN'S
VAST, NEW
MARKET AREA
WILL
SEE . . . HEAR . . . AND

BUY

WHAT
YOU HAVE TO SELL . . .
ON

WILS
WILX TV

REPRESENTED BY
VENARD, RINTOUL
& McCONNELL

AT DEADLINE

LATE NEWSBREAKS ON THIS AND NEXT THREE PAGES • DETAILED COVERAGE OF THE WEEK BEGINS PAGE 41

POLICING SPECTER OVER NAB

TIO need is stressed at Boston meeting

Threats of policing action in the current program crisis overshadowed routine discussions and panels at the NAB fall conference in Boston, Oct. 22-23.

Tv Information Committee Chairman Clair R. McCollough, of Steinman Stations, who appeared on Oct. 23 program with Louis Hausman, Television Information Office director, set the theme by refocusing attention on mounting criticism of tv.

Mr. McCollough found the present tempest over tv program policies serving to highlight need for TIO.

Mounting Criticism • During a tour of the nation, Mr. McCollough noted increasing public criticism of tv, reflected both in newspapers and magazines. Some is justified, he conceded. He deplored, however, criticism emanating from quarters with no "understanding" of the background involved.

He renewed, at the same time, a plea for greater support of TIO.

Mr. Hausman told meeting that broadcasters should admit when things are wrong, correct them, inform public and defend integrity of good programs. He felt these four "cornerstones" are essential to any information program.

He said press reports on tv quiz programs are case in point on need to admit errors in judgment and execution. "Some of us, I am afraid, may be inclined to discount the press coverage of this story by saying the press is motivated by jealousy of our advertising business. This is altogether too pat an answer," he said.

Facts Were There • "The press did not create this story out of whole cloth. It is a story that the public is vitally interested in. It illustrates dramatically what an integral and vital part television has become in our society."

One way to combat challenges to future freedom of broadcasting's programming policy, said Daniel W. Kops, WAVZ New Haven, Conn., in a radio editorializing panel Oct. 22, is by frequent and judicious use of station editorial. Should proposals to restrict medium get up steam, Mr. Kops recommended that editorials be used by broadcasters to bring their side of issue before public.

Panel presented unanimous voice for greater use of editorializing function by radio management, as prestige builders, as public service providers and as gap filler in those communities served by single newspaper.

Mr. Kops has been airing editorials for past 10 years. Panelist Paul O. O'Friel, WBZ Boston, said his station has been editorializing for only one year but already has aired 35, while Tim Elliot, WICE Providence, said his station has been editorializing four years.

All three agreed that seldom has there been need for equal time for other viewpoints to be expressed on subject of editorial aired, but they do grant forum when necessary, even though FCC doesn't require them to do so. They recommended frequent, regular use of editorials.

Seminar Need • Proposal for annual or semi-annual programming seminar under NAB supervision and direction was made by Fred A. Knorr, Knorr Broadcasting Corp. (five stations in Michigan), in radio session's "Programming for Sales" session Oct. 23.

Praising such efforts as broadcast business management seminar held at Harvard U. last summer (BROADCASTING, July 20) and Westinghouse Broadcasting Co.'s annual public service conferences, Mr. Knorr said while there are seminars and conferences for many facets of broadcasting, programming

Goodnight and good luck

CBS had internal wrangle on its hands Oct. 22 stemming from its move to strip tv programs of "deceits" (see page 41). Upshot: John A. Aaron and Jesse Zousmer, producers and two of originators (with newsman Ed Murrow) of *Person to Person*, announced they and CBS had worked out "amicable" settlement releasing them from their 52-week contract "as soon as possible."

Trouble apparently started when CBS Inc. President Frank Stanton was quoted as telling newsman that *P-to-P* interviews should not be made to seem "spontaneous" when they weren't, that either guests should not be given questions in advance or audience should be told they were rehearsed. Coupled with this, observers speculated, was CBS management's withdrawal of Mae West *P-to-P* interview preceding week over Aaron & Zousmer objections (BROADCASTING, Oct. 19).

In letter to Dr. Stanton Oct. 22, Messrs Aaron and Zousmer said they were sorry he was "unwilling to correct your unwarranted slur on your *Person to Person* program"; that they had hoped after hearing explanation he "would make an effort to set the public record straight." They said "it is unfortunate that while seeking to explain the network's high moral position to the public you have been unable to find the means to rectify a rank injustice to us, our loyal staff members and the more than 500 guests who have appeared on the program in the past six years." They hoped "that our respective lawyers will reach a mutually satisfactory settlement of our respective contractual obligations."

Dr. Stanton replied that his statement "was certainly not intended as a slur" and, "indeed, it referred to a production practice for which, as I have admitted, we at CBS have been at least as responsible as anyone else.

"All I have asked of you," he said, "is that you inform the viewing public of the production practices on *Person to Person* so that the program can be exactly what it purports to be."

At about same time Dr. Stanton's letter was released, Aaron & Zousmer office issued statement saying amicable terms had been reached by which they would leave program. *P-to-P*, originally owned by Messrs. Aaron, Zousmer and Murrow, was sold by them to CBS few years ago. CBS-TV officials said no decision had been reached as to Aaron-Zousmer replacements. Program is seen Fridays 10:30-11, with Charles Collingwood in interviewer role formerly handled by Mr. Murrow.

that "sells" is actually only stock-in-trade broadcaster has to offer.

Programming seminar under NAB auspices, he said, "would do as much as any single gesture to improve the radio broadcasting product, to improve consequently our sales effectiveness, and to identify . . . serious minded men and women in this industry who want to serve and survive." Mr. Knorr said he has hired one of nation's "top creative" program directors, freed him of administrative chores and given him full responsibility to develop programs.

Stations that prosper in future will be those which attract greater listener loyalty, he said, adding that two ways to fail in this is to try to "buy audience" or fail to appreciate full implications of sound public service programming. He said he'd rather have consistently-rated station No. 3 in a five-station market over 10 years than one varying from 1 to 5 for average of No. 3.

Mr. Knorr said he and two partners started his company 12 years ago with $5,000 each and he recently bought them out for $1 million apiece.

IKE ON QUIZZES: Rigging 'terrible thing' to do to U.S. public

President Eisenhower said Oct. 22, that tv quiz show rigging was "a terrible thing to do to the American public" and announced that he had asked Attorney General to study problem. Speaking at news conference from his Georgia golf retreat, President said he made inquiry about scandals "right away and so far as I can see, up to this moment, the Executive Branch of the government has had no responsibility or even no place to do anything." He continued:

"I have asked the Attorney General and one or two others to look into it. . . . My interest didn't develop until after I found out that there was apparently something a little questionable about the whole matter." President referred to news coverage of investigations by House Subcommittee on Legislative Oversight (see page 41).

No Censorship • Asked by newsmen if legislation is needed, Chief Executive replied: "I see no power in the Executive Department. This would be censorship. This would be a political agent. Now you have the FCC. I am not sure what their field would be there." He pointed out Justice Dept.'s study will not lead to Executive action. President Eisenhower also said that he never watched tv quiz shows.

President did not indicate when he asked Justice to take action but it was reported up to this time no study or investigation is underway. "Any request from the President for a study of this question will be complied with," he said.

Just what division of Justice will handle inquiry is unknown at this time. When President Eisenhower asked Attorney General to look into FCC's Lar Daly equal time decision, anti-trust division handled matter. Quiz show investigation, however, may possibly engage attention of criminal division as well as others.

NBC said it will "welcome any recommendations that the Attorney General may develop toward additional safeguards of the integrity of these programs." Network said in past year it has "adopted numerous new security procedures to assure the honesty of quiz, audience participation, panel and contest shows." Full cooperation will be given to Attorney General, NBC promised.

'Impractical' • On another tv quiz front, FCC Chairman John C. Doerfer labeled as "impractical" legislation proposed to House subcommittee by Comr. Robert E. Lee requiring prior announcement of program content (see page 46). "You'd have to say the bullets and cowboys aren't real," Comr. Doerfer stated. He said if Justice could come up with method of legally exercising prior constraint over programming, "I'd like to know about it."

So far, all shows aired by House subcommittee no longer are on air (BROADCASTING, Oct. 19), but Chief Counsel Robert Lishman said Oct. 22 that investigators are checking charges relating to programs still being broadcast. He said after investigations are completed, final decision will be made as to whether they will be exposed to public hearings, resuming Nov. 2.

Instant action

Increasing ability of tv to accept video-taped spot campaigns evidenced in special pre-Halloween drive now being carried on 28 stations. Leo Burnett, agency for Pillsbury Mills' cake mix and frosting products, planned tape-only commercial with NTA Telestudios, New York, taped it Oct. 16, screened and approved it Oct. 19 and two days later had 45 copies on way to stations.

Pillsbury's products are in distribution in 34 markets. Agency solicited some 60 stations in those markets as to their ability to carry tape campaign, received acceptances from 28. Until recently, one drawback to spot campaigns via tv tape was practice of some stations of charging special playback fee. Burnett spokesman said it is not known what special charges will be involved on Pillsbury campaign, but first estimates are that they will be small and few.

SELF-DISCIPLINE Kintner cites defense against furthur control

Self-discipline is still best alternative to other proposals for policing radio-tv industry quiz programs, Federal Trade Commission Chairman Earl W. Kintner told newsmen in Chicago Oct. 22.

He noted FCC Chairman John C. Doerfer's proposal for "czar" to police quiz shows and another for creation of board of "distinguished citizens" to oversee program content (early story page 41). While he favors neither, he said, board idea has perhaps most value, though it could carry censorship implications. In long run, Chairman Kintner felt, industry is "ingenious enough to devise effective means of self-regulation and discipline."

Chairman Kintner told newsmen he's been "greatly encouraged" by recent statements by Dr. Frank Stanton, CBS president, and NAB President Harold Fellows on responsibility for quiz programing, characterizing public furore as "shock treatment" to broadcast industry.

Chairman Kintner suggested answer for programming control lies perhaps with NAB just as responsibility for self-policing of advertising among member stations.

Overall, he added, industry could well recoup its "prestige" in near future if it moves to "clean its house." Otherwise, he stressed, "federal regulation is inevitable."

Monitoring • FTC plans to increase radio-tv monitoring staff for 1960, he said, without indicating to what degree, though agency does not plan to ask Congress for additional monies for monitoring. Chairman Kintner said FTC monitoring program is moving

along, citing various actions involving tv advertisers. Overall FTC appropriations to be sought for 1960 will be about same as for 1959— roughly $7 million, he revealed.

In prepared speech for delivery before Audit Bureau of Circulations luncheon meeting in Drake Hotel same day, Chairman Kintner reiterated that FTC would press enforcement of Robinson-Patman act against illegal cooperative advertising. He said fact "this is news makes it all too clear that violations are widespread and that businessmen are needing more government policing to compensate for their lack of self-discipline."

Its producers deny 'Price' was rigged

Tv's current hit giveaway show, Goodson-Todman's *The Price Is Right* on NBC-TV, came in for share of quiz scandal spotlight Oct. 22, after past contestant (George Price of Canton, Ohio, who won $40,000) broke story that he and other panelists had been supplied limits beyond which they should not bid for items on show. Producers Mark Goodson and Bill Todman, in detailed statement later that day, admitted that such advice had been given in past, but emphasized that (1) it was not being given now except when minimums were announced on air and (2) that all contestants had been so advised and no individual contestant given advantage.

Goodson-Todman statement:

"Two of the practices on *The Price Is Right* from its inception provided for advising all of the contestants, on some occasions, the minimums at which bididng was to start and, on other occasions, the suggested maximums which should not be exceeded.

"More than a year ago the practice concerning minimum prices was changed so that when the minimum price is given it is announced on the air. At about the same time, the practice by which contestants, on some occasions, were advised as to the maximum bid was completely eliminated and has not been used since.

"Minimums were, and are given to prevent the waste of valuable program time in aimless bidding. Maximums were given to reduce the chance that contestants would be eliminated through over-bidding, and were restricted to merchandise which the average panel would have difficulty evaluating. All maximums were substantially in excess of the actual purchase price. No contestant had any advantage over the others. Any contestant could win and all still could lose. No contestant was ever given the price of any merchandise, or any other individual assistance. Strict security procedures have always been followed to prevent contestants from knowing what the merchandise items were at any time before the program is broadcast."

NBC-TV declined comment.

Space channels

FCC issued announcement Oct. 22 proposing to reallocate bands in 118-136 mc portion of spectrum to provide additional wavelengths for air traffic control and for earth-space and space communications. Action followed request by Executive Branch of government, Commission said.

Proposed changes, to become effective July 1, 1960, would provide 5 mc of additional space for air traffic control. Three mc, 132-135 mc, would come from present 132-144 mc government band. One mc, 135-136 mc, would be reallocated for (a) earth-space and (b) space services on joint government-non-government use. Additional 2 mc (126.825-128.825 mc) would come from existing non-government aeronautical mobile band. These would be used by government and non-government aeronautical and aircraft stations for air traffic control.

Comments are due Nov. 30.

Eleven station sales get FCC approval

Sale of 52½% of KXMC-TV Minot, N. D., for $1,040,000 topped station transfers approved Oct. 22, by FCC. KXMC-TV Inc., composed of Chester Reiten (21%), president, Lloyd R. Amoo and W. L. Hurley, bought controlling interest from multiple station owner North Dakota Broadcasting Co. In addition, buyers have 9-year option to purchase remaining 47½% (19,000 shares) of station at $14 per share. Ch. 13 KXMC-TV has operated in past as satellite of North Dakota's KXJB-TV Valley City, N. D., but this affiliation will be discontinued by new owners.

Other sale approvals:

KBKC Mission, Kan., bought by Public Radio Corp. (92%) and Charles M. Gaitz (8%) from Mission Broadcasters for $400,000. Public Radio owns KAKC Tulsa and KIOA Des Moines. In same action, FCC granted renewal of license to KBKC.

KATR Corpus Christi, Tex., from Broadcasters Inc. to Broadcasting Corp. of the Southwest for $300,000. Principals in purchasing group include President Robert C. Kent, 25% (general manager of KJRG - AM - FM Newton and KCLO Leavenworth, both Kansas), and Lester L. Roloff, 31%, minister. KATR license also was renewed.

Texas Telecasting Co. purchase of 50% of KICA-AM-TV Clovis, N. M., from Mae Strauss and Frank Lesley by assuming $170,000 in liabilities. W. D. Rogers, president of Texas Telecasting, will have voting control. Texas Telecasting owns KDUB-TV Lubbock, KEDY-TV Big Spring and KPAR-TV Sweetwater, all Texas. Comr. Bartley dissented. Licenses also were renewed.

KHEY El Paso, Tex., from KEPO Broadcasting Co. to KHEY Broadcasting Inc. (Edward W. and Nancy M. Sleighel) for $180,000. Station's license also was renewed and Comr. Bartley again dissented.

Multiple-station owner Cy Blumenthal's sale of WABB Mobile, Ala., to Julius W. and Bernard Dittman for $185,000 plus $20,000 consultant fee for five years.

KFJI Klamath Falls, Ore., from Williard D. Miller estate to Gibson Radio Inc. for $145,000. Riley R. Gibson, president of Gibson Radio, has interest in KXOA-AM-FM Sacramento, Calif.

KWIK Pocatello, Idaho, from Don W. Burden to William T. Woods, Harlan E. Miles, John W. Lewis and Marvin Mollring for $125,000. Messrs. Lewis and Mollring have interests in WIBV Belleville, Ill. Commission also renewed license of KWIK.

WHIR Danville, Ky., from Commonwealth Broadcasting Corp. to T. C. Quisenberry, principal owner of WEKY Richmond, Ky., for $120,000. Also, Mr. Quisenberry agreed to employ WHIR President W. T. Isaac as consultant for two years for $5,000. Comr. Bartley dissented.

WAGC Chattanooga, Tenn., from WAGC Broadcasting Co. to Middle Georgia Broadcasting Co. (WBML-AM-FM Macon, Ga.) for $105,000. Middle Georgia principals are C. R. Rader (66⅔%) and George W. Patten (33⅓%).

WMDN Midland, Mich., from Rich Publishing House Inc. to Midland Broadcasting Co. for $100,000. Equal partners of purchaser are Julius Sherman, Donald A. Sherman, Leonard Siskind, Robert Jaffe, Robert I. Sherman and WMDN General Manager Fred A. Wolfe.

Joint council bids are denied by FCC

Two developments involving educational tv took place at FCC Oct. 22:

FCC denied request by Joint Council on Educational Tv asking Commission (1) to adopt policy of reserving any vhf channels which may become available in future for educational tv in metropolitan areas which do not now have educational vhfs and (2) to reserve commercial ch. 8 in Waycross, Ga., for education (Georgia Board of Education now holds construction permit for ch. 8 there) and commercial ch. 13 for education in Norfolk-Portsmouth-Newport News, Va. FCC said it would consider any request by Georgia Board to make ch. 8 educational only. Commission said there's no indication of immediate use of ch. 13 that would require setting aside its grant of ch. 13 to WVEC-TV in Hampton, Va.

(Other JCET petitions involving reallocations in Rochester, N.Y., and Reno, Nev., will be considered with conflicting petitions, FCC said).

'Operation Alert' success is detailed

Official stamp of success was placed on "Operation Alert—1959" held last April 17 in report released by FCC on nationwide Conelrad drill in which country's broadcasters participated in cooperation with FCC, Office of Civil & Defense Mobilization and Department of Defense.

Report, issued by Robert E. Lee, FCC defense commissioner, said intelligible service was extended to some 90% of total U.S. population. Cooperation by broadcasters, coordinated by National Industry Advisory Committee, was reported "excellent with only a few exceptions."

Report recommended 90-day notice for future tests or drills for emergency broadcasting system so FCC, OCDM and Defense can coordinate with radio broadcasters, obtain cooperation from Mexico and Canada. Thus individual broadcast schedules can be readjusted with minimum impact and programming arrangements can be made by broadcasters and national, state and local CD officials.

Report also asked CD support in helping pay for am station conversion for rapid changeover to Conelrad frequencies, 640 and 1240 kc, with maximum operating efficiency; obtaining emergency power generation equipment, and getting remote pickup broadcast equipment. Continued cooperation between OCDM and NIAC on active development of programming techniques and plans also was asked.

Daytime skywave

FCC Oct. 22 announced rules changes to carry out conclusions reached last month when it ended 12-year-old daytime skywave proceeding (BROADCASTING, Sept. 28). New regulations, effective Nov. 30, are designed to protect Class I clear channel stations from objectionable skywave interference from future daytime or limited stations on those channels. Changes define pertinent angles of radiation restrictions during two hours after sunrise and before sunset, permit changes in existing Class II stations which would not cause interference greater than at present and make changes relating to pre-sunrise operations.

NCS #4 timetable: out by spring of '61

The next broadcast coverage count by A. C. Nielsen Co. will be out no later than spring 1961 "by popular demand."

Users of the Nielsen Coverage Service were polled on when they'd like to have NCS #4. NCS #3, covering tv only, was released in August 1958, two years after #2. The surveyor's survey of subscribers showed a third in favor of a new NCS next spring and two thirds willing to wait until late in 1960 or early 1961. Accordingly, Nielsen has decided on a "somewhat delayed but more precise census-based coverage study. The U.S. Census of next spring is scheduled for release in mid-1961, the research firm said.

NCS reports circulation patterns for radio and tv stations in all U.S. counties over various spans of time without reference to separate programs. Show audiences are reported continuously in the Nielsen Television Index and the Nielsen Radio Index. NCS is used by stations, networks, advertisers and agencies as a basic tool and in conjunction with other research.

The NCS #4 schedule was announced by John K. Churchill, Nielsen vice president.

William Golden dies

William Golden, 48, CBS-TV creative director, sales promotion and advertising, New York, died early Friday (Oct. 23) presumably of heart attack. He was recognized as one of television's foremost leaders in creative art. CBS-TV's "eye" was one of his creations.

WEEK'S HEADLINERS

MR. PATON

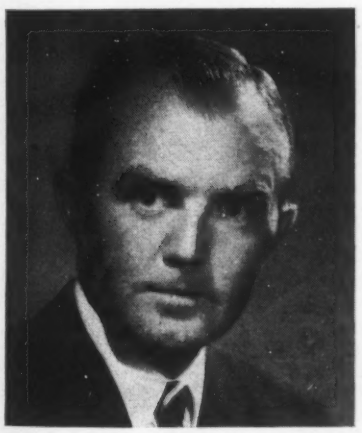
CRAWFORD D. PATON, formerly director of market planning of The Warner Bros. Co. (foundation garments), Bridgeport, Conn., elected vp and director of newly formed media division of McCann-Erickson. New division comprises media department and media planning unit. WILLIAM DEKKER is vp and director of media department, JOHN FLANAGAN and EDWIN WILSON are managers of media planning unit. Move brings media into McCann-Erickson operating concept of divisions as employed in creative, account planning and account servicing. Mr. Paton has been with NBC as sales and market analyst, Young & Rubicam as director of market research, and C.J. LaRoche as vp, director of research and account executive.

MR. TEMPLETON

WILLIAM B. TEMPLETON, formerly vp and director of radio-tv, Bryan Houston Inc. (now absorbed by Fletcher D. Richards, Calkins & Holden), named to similar post at Cunningham & Walsh., N.Y., (CLOSED CIRCUIT, Oct. 12). He succeeds ED MAHONEY, who has resigned. Mr. Templeton held top radio-tv post at Bryan Houston for eight years, and before that was tv production manager for Kudner Adv. His entire business career has been in radio and tv, as composer, writer, director and producer. He was director of Milton Berle's tv show and handled such programs as *The Comedy Hour* and *Jackie Gleason Show* among others.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES

AID to Yankee tradition for prudent buying



BRUCE PATTYSON, *manager of our New England office – one of ten offices providing a fast efficient service to Advertising throughout the U.S.*

In TV penetration, New England is close to saturation – with television in more than 92 percent of all homes in Connecticut, Massachusetts and Rhode Island.

New England industry, too, has been quick to recognize the great sales-building opportunities in television. And in 25 major markets, the stations that can best help the advertiser cash-in on those opportunities are represented by Blair-TV.

Efficient time-buying demands accurate down-to-the-minute data on these markets and stations – data instantly available to New England agencies through our Boston office.

Blair-TV operates on this basic principle: that alert, informed representation is a service vital not only to stations but also to all advertising, and to the business dependent on it for volume and profit. From the first, our list has been made up of stations and markets we felt in a position to serve effectively. Today these stations cover 56 percent of America's population – virtually 60 percent of its effective buying power.

In its area, each of these stations stands as a powerhouse of selling force. To help advertisers and their agencies make most profitable use of that force, is the constant objective of our entire organization.

A NATIONWIDE ORGANIZATION **BLAIR-TV** AT THE SERVICE OF ADVERTISING

WABC-TV – New York
W-TEN – Albany-Schenectady-Troy
WFBG-TV – Altoona
WNBF-TV – Binghamton
WHDH-TV – Boston
WBKB – Chicago
WCPO-TV – Cincinnati
WEWS – Cleveland
WBNS-TV – Columbus
KFJZ-TV – Dallas-Ft. Worth
WXYZ-TV – Detroit
KFRE-TV – Fresno
WNHC-TV – Hartford-New Haven
KTTV – Los Angeles
WMCT – Memphis
WDSU-TV – New Orleans
WOW-TV – Omaha-Council Bluffs
WFIL-TV – Philadelphia
WIIC – Pittsburgh
KGW-TV – Portland
WPRO-TV – Providence
KGO-TV – San Francisco
KING-TV – Seattle-Tacoma
KTVI – St. Louis
WFLA-TV – Tampa-St. Petersburg

"WRC Radio has been making friends and customers for Peoples Drug Stores for over a decade. The 'Sound of Quality' has furthered our reputation for dependable values and friendly service."– Clayton R. Sanders, Advertising Director, Peoples Drug Stores Inc. Another testimonial for the results derived through regular use of the "Sound of Quality" on

WRC • NBC Owned 980 in Washington, D.C. Sold by NBC Spot Sales

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

October 26, 1959
Vol. 57 No. 17

TV BEGINS SCRUBBING ITS TARNISH

But CBS and NBC disagree over just how hard to rub and where

How far is all the way?

That's the question agencies and program packagers were asking last week as they pondered CBS-TV's announced intention not only (1) to ban big-money giveaways, but also (2) to implement an overall guarantee to viewers "that what they see and hear on CBS programs is exactly what it purports to be" (BROADCASTING, Oct. 19).

There seemed to be less disagreement with the big-quiz ban than doubtful speculation as to the lengths to which the overall guarantee might be carried. "Does this mean," one agency executive asked waggishly and yet semi-seriously, "that we're going to have to use live bullets in our westerns?"

This type of comment came on the heels of interviews in which CBS President Frank Stanton, after announcing the broad policy in a speech, was quoted as saying that the use of canned laughter is a "deceit" to be eliminated; that audiences perhaps should be told that the *Person to Person* interviews are not "spontaneous and that diplomats interviewed on *UN in Action* required that questions be submitted in advance.

NBC's View of CBS • NBC's reaction to the CBS reaction—an assertion that it would police its quizzes, not throw them off—generally was received with approval in advertising circles. ABC-TV, which has two or three quizzes on its roster, issued a statement that "we will apply the same rigid inspection to all ABC-TV shows as before."

These assertions were taken, like Dr. Stanton's, as meaning that all three networks intend to keep closer watch on and control over their programming than ever before. But as conversation pieces neither the NBC nor the ABC statement came close to matching the CBS head's speech and subsequent observations.

The most spectacular speculation stemmed from Dr. Stanton's declaration that, apart from quiz programming, CBS intends to be more certain "that it is we and we alone who decide, not only *what* is to appear on the CBS-TV network, but *how* it is to appear." Coupled with his asserted intention to "make certain that we at CBS are the masters of our own house," this policy statement promptly raised the question:

Is CBS going to take over production of all the shows it produces?

Dr. Stanton was content to stand on the language of his speech, without amplification, and CBS-TV network President Louis G. Cowan, stricken with a blood clot in one leg was not available for comment. Other insiders, however, indicated that the answer would be a definite no. Rather, they thought that this sort of control would be sought through agreement with the producers—in specific contract clauses if necessary—to get whatever additional say-so is considered necessary in production matters.

Details Come Later • It was noted that Dr. Stanton had paid tribute to independent producers in his speech, pointing out also that they supply more than half of the CBS-TV program schedule. It also was emphasized that the speech had said that "details of how this general policy is to be implemented will be revealed step by step as they are developed"—the implication being that the details had not yet been decided.

Dr. Stanton's subsequent and presumably off-the-cuff observations to interviewers, immediately following the speech, generated a wider range of questions. Some of those who endorsed the policies enunciated in the speech could not go along with what seemed to be the implications of his later references to the handling of *Person to Person*.

Richard A.R. Pinkham, for example, expressed "admiration" for Dr. Stanton's speech, which he thought "accomplished two or three objectives with one burst of righteous indignation." Mr. Pinkham is senior executive vice president in charge of radio and television for Ted Bates & Co., agency for Colgate-Palmolive Co., which had lost *Top Dollar* and *Big Payoff* as a result of the CBS-TV ban on big quizzes.

But Mr. Pinkham thought some of

Cowan sick

CBS-TV Network President Louis G. Cowan suffered a blood clot in the leg last week and probably will be hospitalized for "a minimum of several weeks."

MR. COWAN

James T. Aubrey Jr., executive vice president, took over active direction of the network in Mr. Cowan's absence.

Mr. Aubrey announced the 49-year-old president's illness to the CBS-TV organization in a memo Wednesday afternoon. The memo said:

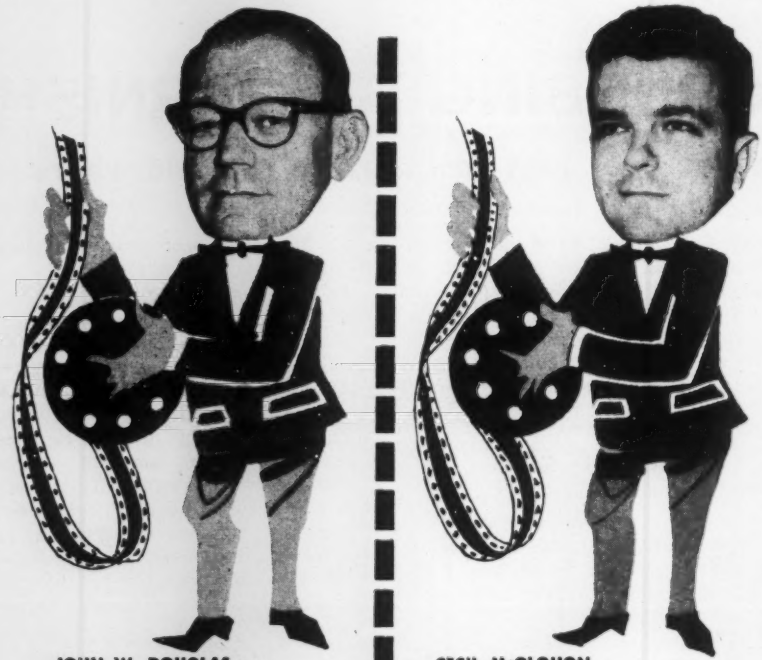
For the past several days Lou Cowan has been disturbed by an increasing swelling in his left leg, and late last evening he went to a doctor. The condition was immediately diagnosed as a thrombosis, and Lou was ordered to a hospital for medical care and a complete rest. Although there is no way of knowing how long he will have to be hospitalized we are advised that a minimum of several weeks is usual in cases of this kind.

"I know you will be as disturbed as I was to get this news, and that you join me in wishing Lou a speedy recovery."

Mr. Cowan had been scheduled to testify at the House quiz hearings the first week of November. Presumably his appearance will be postponed.

COMR. LEE ASKS PROGRAM 'LABEL' LAW—PAGE 46

COMPETITORS, YES...



JOHN W. DOUGLAS
Assistant General Mgr.
Acme Theater Company

CECIL McGLOHON
Manager
Birmingham Theater Operating Co.

BUT THEY'RE BOTH SOLD ON WAPI RADIO

"Acme Theater Company uses WAPI regularly to promote its pictures. We find WAPI is a most effective means of selling for us."

"We used WAPI exclusively on Bing Crosby's 'Say One For Me' along with several other pictures, and highly recommend WAPI as an outstanding selling vehicle."

WAPI

50,000 Watts*
BIRMINGHAM, ALABAMA

REPRESENTED NATIONALLY BY HENRY I. CHRISTAL CO., INC.

*5,000 Nights

the post-speech quotations were unrealistic in seeming to rule out "artifice" along with "deceit." Artifice, he and several other agency authorities maintained, is a necessary part of show business, whether in television, on Broadway or in motion pictures.

NBC's position, Mr. Pinkham felt, has merit. He thought NBC's point well taken when it asked: "Can honesty be equated with the size of a prize?" He also sided with NBC in failing to understand why a network should completely disavow all shows in a particular category simply because the honesty of some of them is in question.

Don't Burn the House • Several who will be affected directly or otherwise by the CBS decision took the position that it is commendable for the networks to clean house; but that it would be quite another thing if they burned down the house in the process.

The *Person to Person* references attributed to Dr. Stanton—that its guests should be denied advance knowledge of the questions or else the audience should be told that the program is rehearsed—produced a variety of reactions, most of them unfavorable. How, the gist of them reasoned, could *P-to-P* expect to get guests who are not experienced in public appearances to go on the program without giving them some reassurance in the form of a briefing about subjects to be discussed —or, if it got them, what sort of performance might it expect from unbriefed and nervous tv novices? And does it make any difference to the audience whether *P-to-P* "interviews" are rehearsed or not?

On the other hand, nobody challenged Dr. Stanton's position that in a serious interview program like *UN in Action*, the audience should be told if interviewees required questions in advance.

Without going into such details, President Ted Bergmann of Parkson Adv., agency for Pharmaceuticals Inc., one of the sponsors of *P-to-P*, would say only that neither he nor the client had received official word on any such change of policy. But he said they were "studying the possible effects" of such changes if they should be ordained.

Robert L. Foreman, executive vice president for creative services at BBDO, construed the CBS position to mean that it intends to "live up to its responsibility." Through their contracts, networks already have a voice in programming, he asserted, but now apparently intend to take a new look.

Framer "Flabbergasted" • Independent producers for the most part were reticent about discussing the network

106 Network Advertisers Are Sold On KCMC-TV

Dominating the 4-State Corner of the Southwest

This season, 106 national advertisers have placed 218 network orders on KCMC-TV totaling 55 sponsored network hours per week—strong proof of ADVERTISER ACCEPTANCE.

Scheduled on Dominant **KCMC-TV**

American Home Products—11 shows

Lever Brothers—12 shows

General Foods—6 shows

Procter & Gamble—9 shows

Colgate-Palmolive—6 shows

General Mills—7 shows

R. J. Reynolds—5 shows

Sterling Drug—5 shows

KCMC-TV is ordered for 90% of the CBS night time schedule PLUS 15 Top Rated ABC Shows—Building even Greater

AUDIENCE ACCEPTANCE!

SPOT ADVERTISERS

Choice adjacencies are still available within this terrific network lineup . . . also REWARDING participating minutes in top local shows and the popular MGM PLAYHOUSE. Call your Venard man now for complete information.

29-County Nielsen Coverage

County figures indicate percent of television homes which view KCMC-TV once or more WEEKLY.

Sell the 4-state corner of the Southwest with

KCMC-TV

CBS ABC

TEXARKANA, Texas–Arkansas

Maximum Power Channel 6 WALTER M. WINDSOR, *General Manager*

Represented Nationally by **Venard, Rintoul & McConnell, Inc.**

Clyde Melville Co.—*Southwest* **James S. Ayers Co.—*Southeast***

moves for publication. Not so in the case of Walt Framer, whose *Big Payoff* was one of the shows bounced. The president of Walt Framer Productions said he was "flabbergasted."

"Why," he wanted to know, "should the honest be hurt along with the dishonest?"

Mr. Framer said he was negotiating with both ABC and NBC to return *Payoff* to the air. "Giveaway shows will continue as long as people want something for nothing," he said. "As long as there are advertisers who also feel that the public wants this type of programming, giveaways will flourish. It seems that nobody likes giveaway shows but the public."

Colgate-Palmolive had little to say about the ban, except that it had chosen to replace *Top Dollar* and *Payoff* immediately even though CBS had indicated it was willing to carry them until the contracts expired. Effective last Monday (Oct. 19), *Top Dollar* (Mon.-Fri., 11:30-12 noon) was replaced by reruns of *December Bride*, and *Payoff* (Mon.-Fri., 3-3:30 p.m.) by *The Millionaire* reruns. On *Dollar* Colgate was represented by Bates; on *Payoff* by Lennen & Newell.

Third program dropped was *Name That Tune* (Mon., 7:30-8 p.m.), sponsored by Whitehall Pharmacal through Sullivan, Stauffer, Colwell & Bayles. Starting tonight (Oct. 26) it was expected to be replaced, at least temporarily, by *Masquerade Party*.

More More Cue Cards? • Some observers wondered whether CBS' new policy couldn't be carried to ridiculous lengths. If CBS seriously means that what it presents is "exactly what it purports to be," these skeptics reasoned, then won't it have to deny speakers, for instance, the assistance of cue-cards and TelePrompTers?

While waiting for answers to all the questions raised by the week's developments, observers noted that Dr. Stanton had said CBS, in discharging its responsibilities, "will undoubtedly be challenged in many ways from many quarters." This, they concluded, could be the most unchallenged point of all.

Statements from Networks • Following, in text, are pertinent portions of Dr. Stanton's address (made in accepting the first Distinguished Service Award of the Radio-Television News Directors Assn.) and of NBC's statement in response:

Dr. Stanton stated:

". . . We have indeed failed fully to meet our duty with regard to quiz shows—the kind of responsibility which the American people expect us to discharge. As I see it with benefit of hindsight, we should have been more thoughtful and critical of the whole idea of exposing to millions of families games in which contestants can win large purses. We really did not face up to the broader implications—whether such programs could ever be an appropriate form of widespread public entertainment—whether in their very nature they might contain the seeds of their own abuse and eventual destruction, however well-intentioned the original concept may have been.

"At any rate, the time has come for us to make certain that we at CBS are the masters of our own house.

Inherent Dangers • "We are now convinced that games whereby contestants can become winners of large sums of money or lavishly expensive prizes ought not to be carried on the CBS Television Network. The dangers inherent in such programs, as presently conceived, have been highlighted for all to see, and we do not believe that any system of policing, public or private, however carefully devised, can plug up all the possibilities for hanky-panky in the production of the programs.

"I can therefore say that CBS will no longer permit its network facilities to be used for such programs. With due notice to advertisers, programs in this category now on the CBS-TV network will be eliminated.

"I want to make clear that this single action will not accomplish our aims.

"We are taking a fresh hard look at our basic operational theories and practices as they affect the whole pattern of what appears on the CBS-TV network.

"We cannot, of course, tell others involved with production of television programs how to run their business. But we do propose to be more certain in the future that it is we and we alone who decide, not only what is to appear on the CBS-TV network, but how it is to appear. We accept the responsibility for content and quality and for assurance to the American people that what they see and hear on CBS programs is exactly what it purports to be . . .

"Details of how this general policy is to be implemented will be revealed step by step as they are developed."

NBC statement:

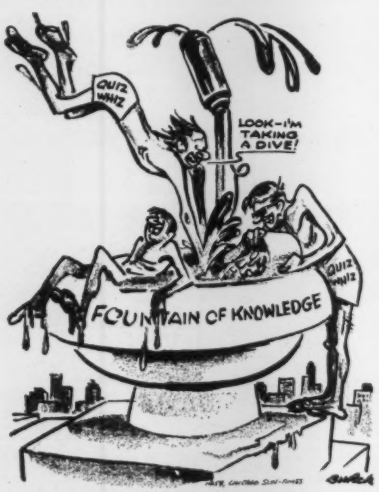
"The American public has been seri-

Warns of scandals

The present tv quiz scandals have involved program producers and directors rather than advertising so far, but "the advertising industry is so closely related that it no doubt will share some of the opprobrium," AAAA President Frederic R. Gamble said in his "state of the industry" report at closed sessions opening the three-day western region AAAA meeting.

Using the tv expose to point up the need for "ever higher standards of morality in advertising," Mr. Gamble called on advertising people to see that the customer not only gets honest products for his money but is honestly persuaded to buy them.

"Advertising has become so important in our economy, so vital to sustaining the distribution which makes our enormous production possible, which in turn enables us to remain free, that it must forsake old ways which partake more of the midway barker and the itinerant seller of nostrums," he declared.



Jacob Burck, Chicago Sun-Times

TALK ABOUT WATER POLLUTION

Bill Mauldin, St. Louis Post-Dispatch

'THEY DON'T JUST WANT THE ANSWERS —THEY WANT MONEY, TOO!'

FOUND:

100 travelers with $2,000 each . . . All it took was a little traveling music—on WMAQ. In this case, literally before breakfast. Chicago's Olson Travel Organization offered overseas tours at $2,000 per ticket on its 40-minute program of semi-classical music featuring Norman Ross, Saturdays, 7:15 to 7:55 a.m.

In four short weeks, Olson sold out completely—100 tickets for a gross sale of $200,000. And one year in advance!

This is just one more example of how WMAQ reaches the quality buying market in the Midwest. It's every bit as easy for you to find the buyers you're looking for anytime, morning, noon or night, on...

WMAQ NBC Owned • 670 in Chicago • Sold by NBC Spot Sales

ously misled and deceived through the rigging of certain quiz shows. The networks, NBC included, must accept their share of responsibility for this breach of public faith.

All Are Not Tainted • "However, NBC does not accept the premise that all programs offering substantial prizes —whether quiz, panel, audience-participation or contest shows—are inherently dishonest. These program forms virtually parallel the life of broadcasting radio as well as television. Millions of Americans like and want them.

"It is not clear to NBC at this time how far the CBS action is intended to go. If it involves dropping only one or two daytime quiz shows, we do not consider it particularly significant. If it is given blanket application to such popular nighttime quiz and contest favorites as *I've Got a Secret* and *What's My Line?*, then we think millions of Americans will be the losers by it. If it exempts shows that offer $1,000 in prizes *(To Tell the Truth)* and bans shows that offer $2,500 *(Top Dollar)*, then we consider it confusing. Can honesty be equated with the size of a prize?

"We do not believe that amputation of one of the oldest and best-liked program forms is the answer to television's current difficulties.

"NBC's answer to this serious and perplexing problem is to accept the challenge of devising and implementing every conceivable safeguard that our resources and our abilities can fashion. We think that is the primary task facing the networks—rather than abdication of their function of continuing to offer a full range of those program types preferred by the viewing audience."

LEE ASKS PROGRAM 'LABEL' LAW

Disagrees with Doerfer, seeks new legislation

There is ample precedent in current law and past court decisions enabling the FCC to deal with fraudlent tv programming, several members of the Commission reiterated last week in commenting on the tv quiz show revelations by the House Subcommittee on Legislative Oversight.

On the question of whether additional legislation is needed, there was a pronounced split between FCC Chairman John C. Doerfer and Comr. Robert E. Lee. In a letter to Rep. Oren Harris (D-Ark.), chairman of the Oversight Subcommittee, Comr. Lee proposed legislation requiring an announcement stipulating that a program is what it is represented to be.

Comr. Doerfer, in a copyrighted interview with *U.S. News & World Report*, said that no new laws are warranted "until we know precisely where we're going—until we know definitely what evils there are."

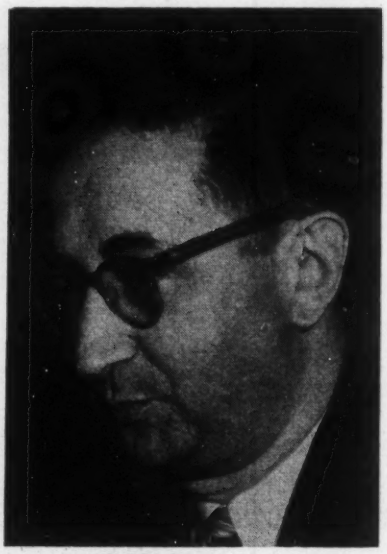
Comr. Lee said he agreed with Comr. Doerfer's testimony before the subcommittee as to the difficulty of the FCC acting under existing law, "but this is not to say that we should not explore some reasonable amendment that would set up adequate restraints within the confines of free speech."

He said honesty and fair dealing in programming can be promoted through publicity. "As I visualize it, the Congress could enact legislation setting forth the congressional purpose of requiring that a broadcast licensee must make an announcement at the commencement of a program as to the content of the program," Comr. Lee said.

Network Regulation • "I realize that a procedure such as this will require a greater amount of supervision over programming by the broadcast licensees and the networks but, in my view, this is as it should be. Such supervision would, I am certain, go a long way toward the avoidance of another quiz show scandal or some other equally reprehensible scheme on the part of those who have no federal license that can be placed in jeopardy by their conduct."

Comr. Lee pointed out that such legislation would lead to many problems and that it might well be necessary to enact additional legislation placing the networks under direct FCC regulation.

Chairman Doerfer, who told the subcommittee the FCC has no jurisdiction over the tv quiz situation (BROADCASTING, Oct. 19) said last week it wasn't necessary and perhaps dangerous for the government to tighten its regulation of broadcasting. "With just a little patience, over a period of time many of the undesirable practices will disappear." He said the industry might well consider appointing a "czar" to keep its house in order.



FCC COMR. LEE

The three other commissioners in Washington last week, Robert T. Bartley, Frederick W. Ford and John S. Cross, all said that they had made no statement to the subcommittee and did not plan to do so unless asked. As to their positions on programming control, Comrs. Bartley and Ford referred to speeches they previously had made.

Last August, Comr. Ford told the West Virginia Broadcasters Assn. that the FCC must consider past and proposed programming of stations in interpreting "public interest" (BROADCASTING, Aug. 31). Comr. Bartley took essentially the same stand before California broadcasters three years ago (BROADCASTING, Aug. 6, 1956). Neither referred to network programming.

Partial agreement • Comr. Cross said he agreed with the chairman that the FCC can take no action before a program is broadcast but felt that it can deal with undesirable situations, such as the tv quiz shows, after the fact. It was pointed out that, in addition to reviewing a station's programming at regular renewal time, the FCC could on its own motion call up a station license at any time.

Comrs. T.A.M. Craven and Rosel H. Hyde are attending the International Telecommunications Conference in Geneva, Switzerland.

Sen. William Langer (R-N.D.) last week joined other members of Congress who feel that legislation regulating programming may be needed as a result of public exposure of the tv quiz rigging. In a letter to NAB President Harold E. Fellows, he urged the industry to take action to prevent further deceitful practices. He noted Mr. Fellows' statement two weeks ago that radio-tv can clean its own house (BROADCASTING, Oct. 19) was the same stand the NAB president had taken on crime shows in 1955.

"The failure of the NAB to curtail excessive violence of tv programs and the apparent inability of our federal agencies under existing law to curtail rigged tv shows would indicate that Congress might act in getting the FCC more authority over programming tv," Sen. Langer said.

The subcommittee renews its tv quiz hearings next Monday (Nov. 2) with further testimony on *Twenty-One*, *$64,000 Question*, *$64,000 Challenge* and other former quiz programs.

SILK SARI DRESS BY DONALD BROOKS OF TOWNLEY

Positive in outlook, discerning about the new and the different, acquiring the best with a delight that is enchanting... a "metropolitan" personality.

METROPOLITAN BROADCASTING CORPORATION

205 East 67 Street, New York 21, N. Y.

WNEW TV — WTTG TV — *Washington, D.C.*

New York City

WNEW AM·FM — WHK AM·FM — *Cleveland*

DES MOINES TELEVISION
FACTS

The most recent TV audience measurement made in this market (Nielsen, July, 1959) revealed that KRNT-TV delivered more television homes than its competitors.

The survey by ARB in January of 1959 showed the same thing.

SPECIFICS:

(from Nielsen, July, 1959 survey, homes viewing)

Paar on KRNT-TV leads against movies by **19.8%!**

The KRNT-TV 10:30 PM strip of local and syndicated half-hours leads against movies by **21.9%!**

The KRNT-TV 10:00 to 10:30 PM local news, weather and sports leads against news - weather - sports by **46.6%!**

And here is something to think about. Among local advertisers, where THE TILL TELLS THE TALE, KRNT-TV consistently carries more local advertising than its competitors combined!

MORE SPECIFICS:

KRNT-TV carried over **80%** of all the local business in 1958!
KRNT-TV carried over **79%** of all the local business in 1957!
KRNT-TV carried over **80%** of all the local business in 1956!

So far in 1959, KRNT-TV's local business is running at about the same ratio. Yes, when that cash register must ring in order to stay in business, those who know the stations best choose KRNT-TV four to one!

DES MOINES TELEVISION
KRNT-TV CHANNEL 8

A COWLES STATION REPRESENTED BY THE KATZ AGENCY, INC.

HOT AT HOT WEATHER NETWORK TV

Campbell-Ewald's Adams warns poor summer fare can wreck tv

A flat charge that "networks and stations are wrecking their own medium with second-rate, second-run television fare" during summer months was leveled last week by the president of one of broadcast advertising's top agency spenders.

Summertime programming defections were sharply underscored by Thomas B. Adams, president of Campbell-Ewald Co., Detroit, in a luncheon address before the NAB Chicago regional conference Tuesday. His criticisms were warmly applauded.

"The history of summer television and of network radio seems to indicate that there's no substitute for aggressive, interesting, vital programming," Mr. Adams asserted. "When broadcasting and advertising people shirk their responsibility of providing such programming, broadcast media begins to lose effectiveness." He emphasized that "we must have a product to sell, and that product is an audience created by solid programming. We need that audience 52 weeks a year."

Mr. Adams noted pointedly that "we're strong believers and pretty big spenders in broadcast advertising." Campbell-Ewald ranks among the top 20 radio-tv agencies, with over $30 million in broadcast billings, mostly in television. Among its accounts: General Motors (Chevrolet, Delco, Delco-Remy), Firestone Tire & Rubber, Goebel Brewing, etc.

He called for different approaches to radio programming, while lamenting network defections, and for more imaginative summertime network tv fare.

How Audiences Vanish • New network discount structures for the summer season are well and good, Mr. Adams indicated, but they "won't show up on television screens . . . and viewers could not care less. A big part of the problem is what's appearing on those screens in those homes where our good customers live." Viewers don't write letters and seldom express their dissatisfication with re-runs, he added, but just stop watching tv in favor of other cultural interests.

Mr. Adams noted that set ownership rose 3.5% between 1958 and 1959, with about 1.5 million new tv homes, but this year's summertime viewing dropped 2.4% and there were 435,000 fewer homes using their receivers. The decrease in set usage starts in June, with the biggest dropoff in 8-10 p.m. prime time periods, he claimed, adding that the decrease no longer can be explained in terms of Daylight Saving Time program shifts because video tape remedies that. "It appears," he commented, "that this powerful advertising medium, television, gets comparatively lazy and ineffectual when summer comes."

To buttress his argument, Mr. Adams cited a study conducted by Social Research Inc. for Campbell-Ewald this past July, claiming it confirms the "obvious." Said the study in part:

"It is well known . . . that summer television as a whole has less public appeal than at other times of the year. Our respondents . . . are unanimous that the summer is inferior. In fact, summer television is largely defined by the viewers by two terms—repeats and substitutes. Both terms have a meaning in common: secondary, not primary. The shows are either on their second time around, or they are second-rate. For many people, therefore, one of television's intriguing assets, pleasurable novelty, is absent or at least minimally present in the summer. Besides the novelty factor, viewers' rationality for watching tv is undermined because of the difficulty they find in justifying watching what they feel to be second-rate programming. Concomitantly, other 'pulls' are markedly increased, notably the outdoors."

AGENCYMAN ADAMS
A top radio-tv spender warns NAB

No Hiatus for Commericals • Mr. Adams thus raised the question: "Should we put first-rate commercials into second-rate shows?" He suggested the impact of commercials "can be seriously reduced" when viewer interest in the program lags. Campbell-Ewald, he pointed out, does not reduce summertime tv budgets, use "inferior talent" nor re-run commercials "to a greater extent than we do in the wintertime." He observed, "We must discharge our responsibility in the preparation of advertising as effectively in June as in January."

Mr. Adams took a typical Tuesday night this past July in a three-station market, noting network offerings between 7:30 and 10 p.m. Out of 112 programs scheduled weekly during the summer from 7:30 to 11 p.m., he reported, 63 were re-runs—or 56% of nighttime schedules.

Mr. Adams also cited A. C. Nielsen data for July 1959, showing 18,735,000 homes watching tv Monday through Sunday, 8-11 p.m. Acknowledging a "practically automatic dropoff" in summertime viewing, he declared that "with good commercials we could make a lot of valuable impressions on a lot of people with an audience like that. I submit that a network with a top-flight program can capture a huge hunk of this audience at any given time during the summer. With the proper discount structures, it can be a good media buy." He also pointed out that daytime televiewing has increased during summer months despite other household activities.

"We Must . . . Decreases" • Campbell-Ewald has recommended to some clients that they remain on nighttime tv during the summer, and another enjoys his biggest sales season during those months, Mr. Adams reported. "But if summer tv continues to decrease in effectiveness," he added, "It can't do him much good and we must necessarily decrease the amount of dollars we spend in it."

Among corollary effects of inferior summer fare, Mr. Adams theorized that it may serve to dissipate audience taste for regular fall programming. Appearance of re-runs might well lessen the impact of the new series when it returns for the new season, he suggested.

Perhaps one of the answers to summertime programming, Mr. Adams said, might be better programming for

clients with peak sales periods. He also felt summer might be the time for "new concepts and new ideas" in programming, with attendant publicity, along with top quality network program originations outside major production centers—such as Chicago, Detroit and Minneapolis. And maybe, he added, creative people shouldn't all take a summer hiatus at once.

Urging fresh programming ideas, Mr. Adams cited a special Nielsen summertime survey. It reported 15 shows as continuations of winter series but with fresh material, with 14 of them maintaining or improving their winter share levels in ratings. Nineteen out of 47 reruns, he noted, showed improvement and 22 showed a decline in audience share. Only one of 15 summer replacement programs showed an improvement and the others dropped on the average 18%.

Network Radio Weak • Mr. Adams expressed regret that "strong network programming" in radio "appears to be getting extinct." He observed that some stations have adopted attractive commercial packages but felt "they can only do a small part of the job of making radio an attractive buy. There's still a need for strong programming, a need which the networks no longer fill."

The agency president felt aggressive local programming may be answer, citing the case history of WJR Detroit, which dropped its CBS affiliation in favor of local programming. He noted that, according to BROADCASTING's story on WJR's new operation (Oct. 12), the station's revenue was 35% higher this past September than a year ago. He also cited that new "radio world wide" program service as another concept that may prove practical. All things considered, he speculated, "radio may indeed recapture audiences and have a new lease on life." In fact, said Mr. Adams, there are indications that summer tv is driving more people back to summer radio.

Lincoln back to FC&B

The final vestige of the multi-millions in Ford Motor's advertising appropriations was wiped off the book at Foote, Cone & Belding last week.

Ford waved its farewells by driving the Lincoln and Lincoln Continental accounts ($3-4 million per year) out of the shop. The auto maker first made contact with FC&B early in 1957 when it selected the agency to handle advertising for the new Edsel.

New agency for Lincoln: Kenyon and Eckhardt.

It's merely a homecoming, since the account was stabled at K and E four years ago. The agency now handles Mercury-Edsel-Lincoln.

Oil, tobacco firms sponsoring Dodgers

Union Oil Co. of Los Angeles, California and American Tobacco Co., New York, will co-sponsor broadcasts of all games of the World Champion Los Angeles Dodgers for the next "several years" under a "long term contract with options" for the broadcast rights. The ball club will receive payments "in the millions of dollars," Union Oil said.

Details of the broadcasts have not been completely worked out as yet, but it is anticipated that the Dodgers Radio Network, special hookup for the games, will be extended as far as Phoenix, which lost its Pacific League team at the end of the 1959 season, and so becomes eligible for broadcasts of major league games. Tv will be limited to the Los Angeles area and to out-of-town games. All games played at San Francisco will definitely be telecast and perhaps others. For the past two seasons, American Tobacco Co. has co-sponsored the Dodgers' games on radio throughout Southern California and Nevada, with Pabst Brewing Co., Los Angeles. Union Oil is replacing Pabst with the 1960 season. Both years, Dodger-Giants games played in San Francisco have been televised by KTTV (TV) Los Angeles.

TV PREVIEW

North American moves 'bridge' • Like other forms of recreation, bridge has invaded television—perhaps on the premise that nobody has more fun than kibitzers.

The vehicle: *Championship Bridge With Charles Goren* on ABC-TV, Sunday, 3:30-4 p. m. CST, sponsored by North American Van Lines, Fort Wayne, Ind., through its agency, The Biddle Co., Bloomington, Ill. The new series kicked off Oct. 18, with running commentary by bridge authority Goren and Alex Dreier, plus a foursome of top-notch bridge experts, competing for cash prizes.

The series marks North American's first full-fledged venture into tv and was produced by Walter Schwimmer Inc., Chicago-based production firm responsible for *Championship Bowling* and *All-Star Golf*, among other properties. Both the program and commercials were filmed by Colmes-Werrenrath Productions, Glenview, Ill.

Basis of the new series (with 26 programs already in the can) is the fact that an estimated 35 million Americans play bridge regularly and another 5 million read bridge columns. North American (which claims to be the nation's leading moving firm and does an estimated $34 million business annually) feels America's "young executive class" follows bridge and are the most likely audience for its services—viz., long-distance moving.

Commercials are handled in different ways: opening and closing billboards are used on the client's major sponsoring weeks identifying them with the series (the series is only half sold by ABC-TV thus far). Thirteen "integrated" commercials serve as an integral part of the show involving Messrs. Goren and Dreier (who also appears for North American on radio).

In addition to integrated spots, four different partly animated commercials have been designed for rotation on a major-minor sponsorship basis. These touch on a crucial period ("after the move is over"), explaining why North American claims to be the "gentle giant."

Four cameras are utilized to provide play-by-play coverage of each hand; they pick up the hands as played, while microphones transmit bidding and remarks. Sitting in a special booth, Mr. Goren analyzes each hand and game. Mr. Dreier offers running commentary and interviews each player before the game begins. Each half hour includes three full hands.

NORTH AMERICAN'S SALESMAN: CHARLES GOREN

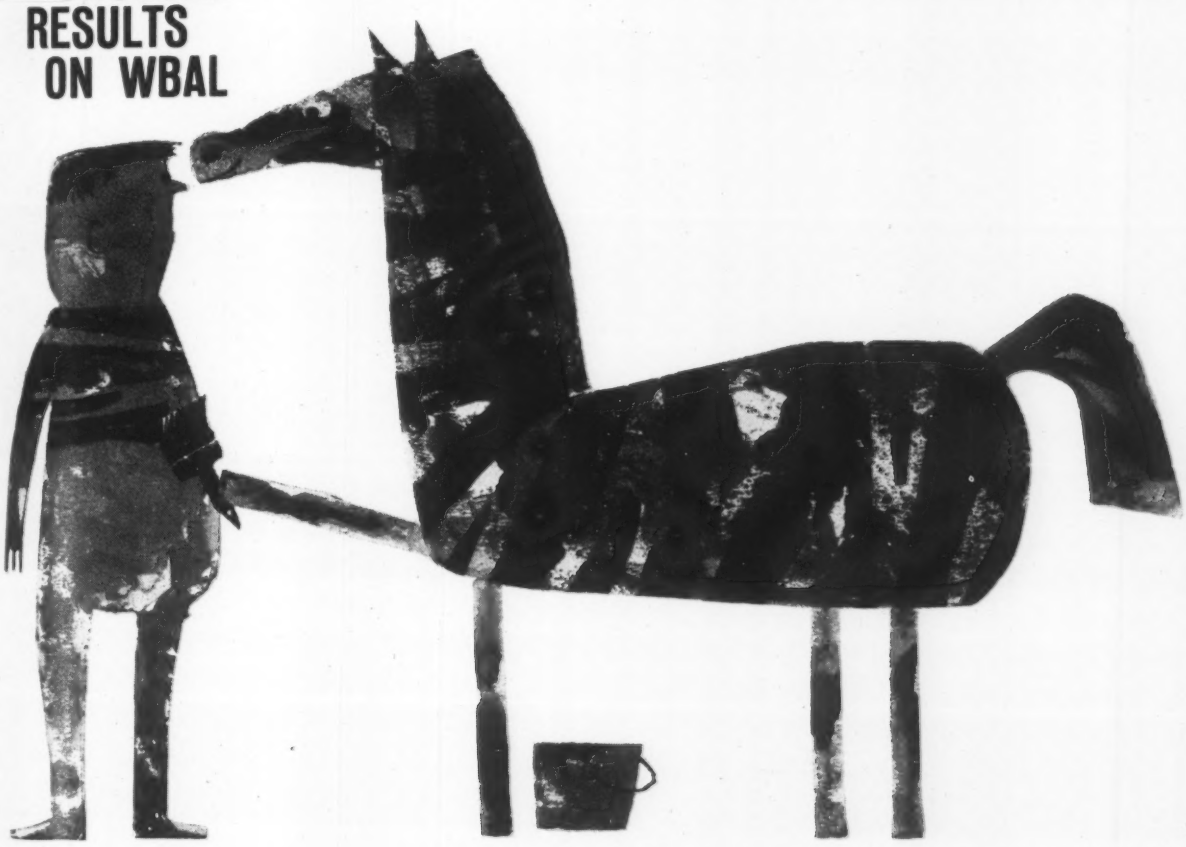
The winning pair win $1,000, the losers $500. Also given: a bonus of $250 for a small slam, $500 for a grand slam. The winning two-some stays on the series until defeated.

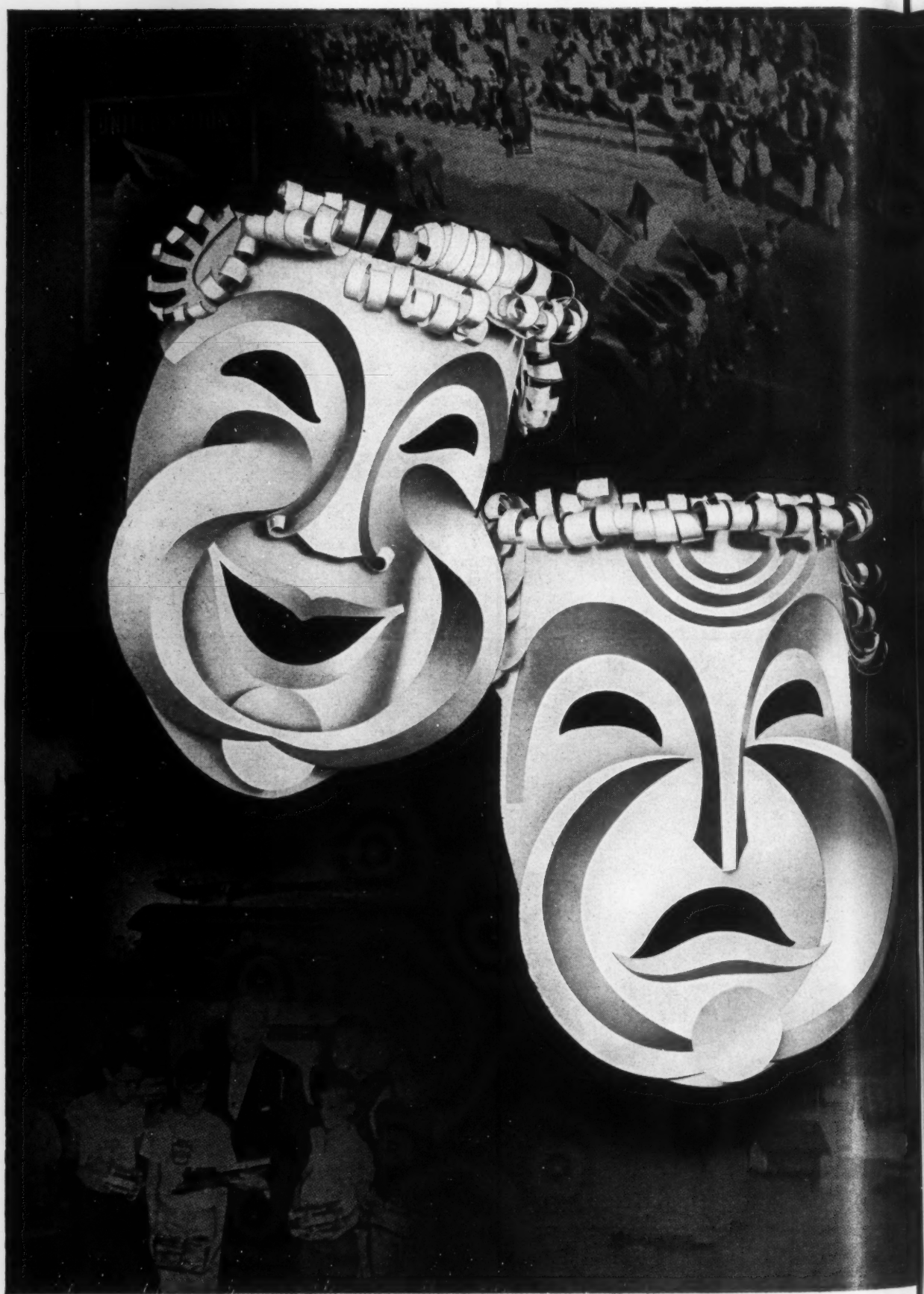
Says the Schwimmer organization: "The players deal out the cards and play them just as dealt. No hands are rigged."

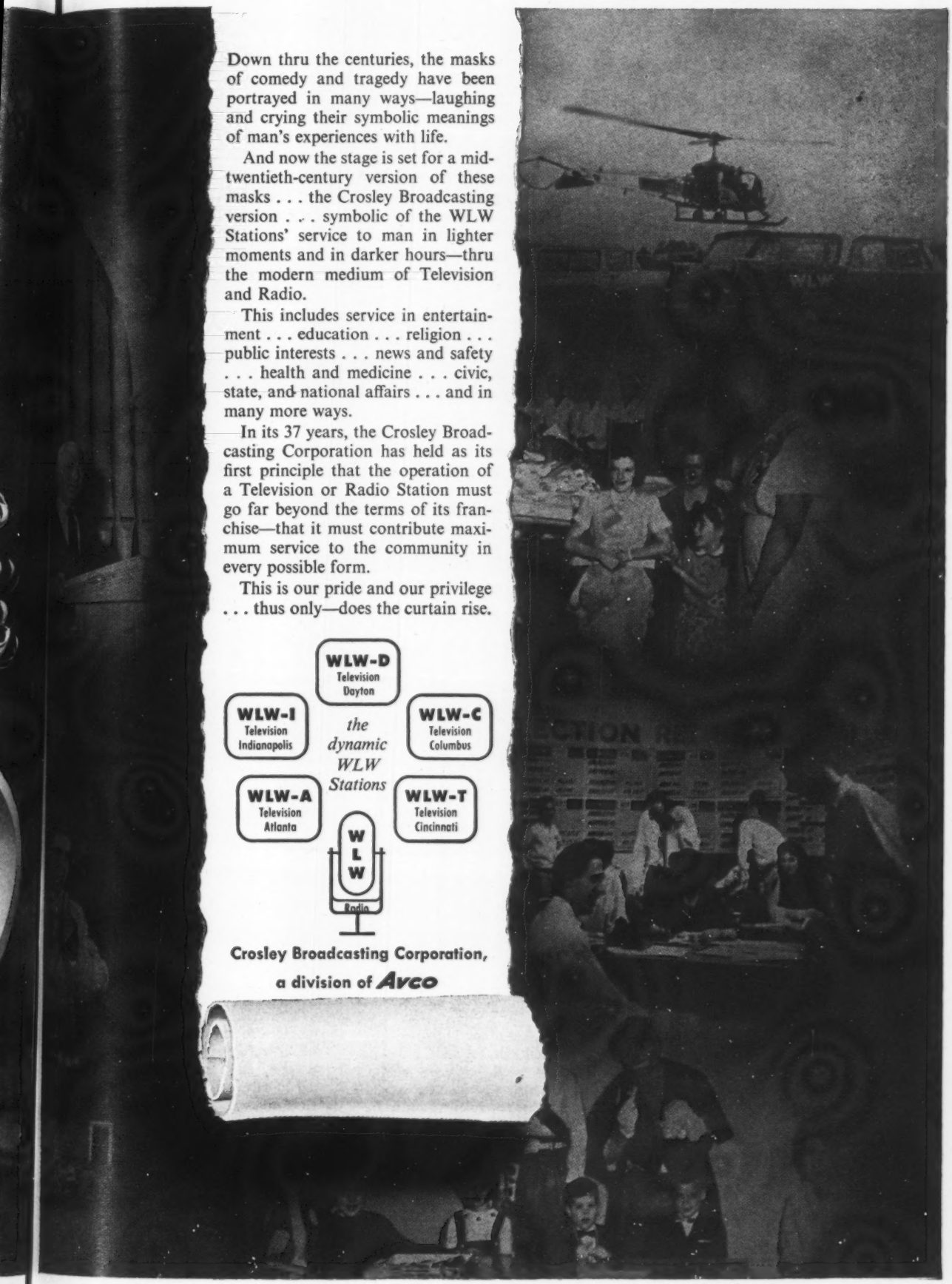
From Aardvark to Zebra, a WBAL buy is a COMPLETE buy in coverage and power ☐ programming and promotion ☐ service and sales ☐ and client satisfaction. Check into the jungle of facts and figures. You'll see that you can buy MORE SALES PER DOLLAR with WBAL-Radio, because: WBAL is the most powerful, 50,000 watts, clear channel, full time ☐ WBAL covers a total population of 2,500,000! WBAL covers a 14,000 square mile area ☐ WBAL is your BASIC BUY in BALTIMORE ☐ Don't Stand Still for Spotty Coverage!

WBAL-RADIO 1090, BALTIMORE In association with WBAL-TV Channel 11
Nationally represented by H. I. Christal Co., Inc.

EXPECT UNUSUAL RESULTS ON WBAL







Down thru the centuries, the masks of comedy and tragedy have been portrayed in many ways—laughing and crying their symbolic meanings of man's experiences with life.

And now the stage is set for a mid-twentieth-century version of these masks . . . the Crosley Broadcasting version . . . symbolic of the WLW Stations' service to man in lighter moments and in darker hours—thru the modern medium of Television and Radio.

This includes service in entertainment . . . education . . . religion . . . public interests . . . news and safety . . . health and medicine . . . civic, state, and national affairs . . . and in many more ways.

In its 37 years, the Crosley Broadcasting Corporation has held as its first principle that the operation of a Television or Radio Station must go far beyond the terms of its franchise—that it must contribute maximum service to the community in every possible form.

This is our pride and our privilege . . . thus only—does the curtain rise.

WLW-D Television Dayton

WLW-I Television Indianapolis

the dynamic WLW Stations

WLW-C Television Columbus

WLW-A Television Atlanta

WLW-T Television Cincinnati

W L W Radio

Crosley Broadcasting Corporation, a division of Avco

BIGGER AD BUDGETS NEEDED

Larger advertising expenditures mandatory for national advertiser, says JWT's Johnson

Advertising is a powerful force in overcoming or shortening the "habit lag" formed when families move up the ladder in income but not in their standards of living.

The role of advertising in today's economy was discussed by J. Walter Thompson's senior economist and vice president, Arno H. Johnson, in a major address Oct. 23 at NAB's fall conference in Boston (Also see page 74 and AT DEADLINE).

Mr. Johnson estimated the national advertiser next year would need a budget 158% greater than he had in 1951 and 12½% greater than he had this year to hold his own after taking into account the increased costs in reaching households with his message, the increase in the number of households themselves, and such factors as increased competition and purchasing power potential.

Mr. Johnson said the total 1959 advertising "influence" (national and local advertising included) will be an estimated $11.2 billion. He thought total advertising in 10 years would have to be double that figure to support the $750 billion level of production he anticipates would be necessary to continue high production and increases in standards of living.

The marketing and advertising target in 1960-61: expansion of consumer purchases to over $340 billion or 10% over this year's level. Mr. Johnson said this poses a challenge to marketing and advertising people to influence the consumer to higher levels of consumption. He felt a rapid change in marketing and marketing concepts could cope with the task of selling an additional $165 billion of personal consumption annually to bring the level to over $475 billion by 1970. This would represent a 52% increase in the 10 years.

Required will be "increased creativeness," changing habits for millions, Mr. Johnson said. He warned that an artificial curtailment in consumer demand next year could renew inflationary pressures. He thought the economy's soundness, however, should make any slowdown in consumer demand "temporary and should not interfere" with the chance for rapid total growth over the next 10 years.

Mr. Johnson also predicted that a projected $750 billion in production by 1970 would provide more than $600 billion in personal income for consumers, or an average of $9,550 per household compared with the average family income today of $7,400, or a 29% rise.

The upgrade in the American way of life—to spark this standard of living rise—must come in cultural and educational activity as well as material, he said, citing stereo, hi-fi and fm as "increasing manifestations of this trend today." The changing process in diet and food requirements also were outlined, as were the anticipated growth in households, population mobility, trends to larger families, shift to suburbs and revolution in distribution.

MEGATOWN IDEA

WBC area study shows radio-tv best 'engulfer'

Westinghouse Broadcasting Co. has devised a socio-economic-marketing concept called Megatown, which is designed ultimately to persuade advertisers that radio and television stations are the primary media to reach the booming populations that are settling in sprawling metropolitan areas around the dominant central city.

WBC's philosophy is embodied in a sound-slide presentation, titled "Megatown," which will be shown to leading advertising agencies and to advertisers, starting this week. Above and beyond that, the company plans to discuss the presentation with the census bureau, whose marketing data extends to "standard metropolitan areas," which WB claims, is often a description of only a small portion of "Megatown."

Melvin Goldberg, research director of WBC, defines Megatown as "a giant community with a marketing definition which can be stated simply as that area which is influenced and tied to a dominant central city." According to Mr. Goldberg, there are about 15 Megatowns in the U.S., in which 50 percent of the population is concentrated.

Covers the Spread • The heart of the presentation is that a radio or tv outlet can, by itself, cover a single, sprawling Megatown. It cites as an example that 50 newspapers must be used by an advertiser to cover the Pittsburgh Megatown (including parts of Ohio and West Virginia) while a single radio or television station can accomplish this objective.

The presentation outlines the growth of areas around the city, miles and miles away from downtown, and notes that creation of these regional urban areas (Megatowns) have created such problems as traffic congestion, crowded schools, and paucity of other social services. These problems, the presentation contends, can be met effectively only by "regional action and what better device for encouraging such action than regional radio and tv stations?"

The advertiser or manufacturer can no longer set his sales goals and budgets in terms of "standard metropolitan area factors," which are becoming "rapidly outmoded," the presentation asserts. It claims the budgets shaped according to the Megatown concept "would be much closer to reality."

Listeners' choice

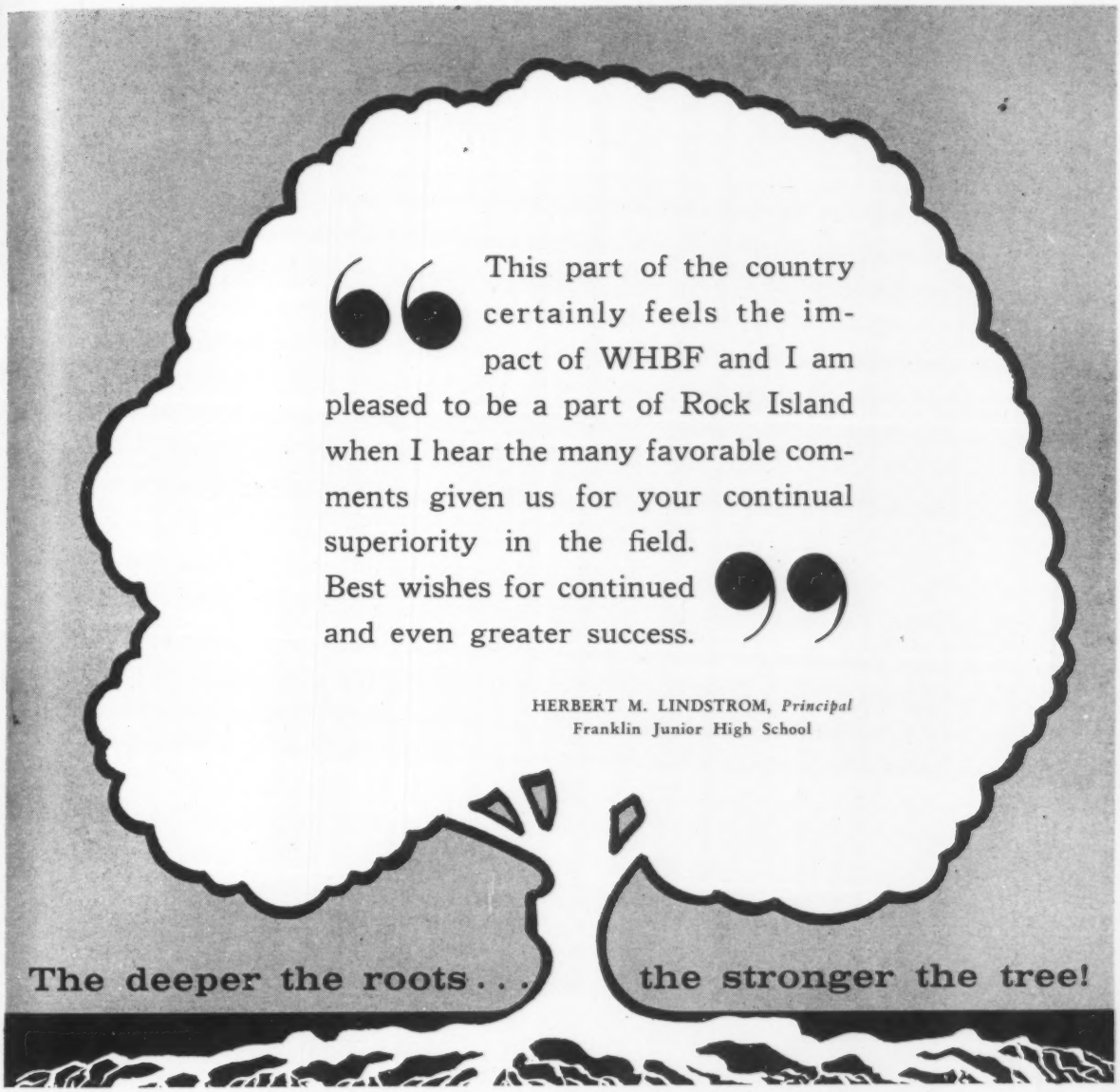
A Clark's Super 100 gasoline commercial, placed by Tatham-Laird, won first prize in the fifth annual spot radio commercial awards made by station representative John Blair & Co. This year Blair surveyed listeners instead of advertisers and agencies. Pulse Inc. polled 1,500 listeners in August in five top markets, New York, Chicago, Los Angeles, Philadelphia and Detroit.

Other winners according to rank: Coca-Cola (McCann-Erickson), Ford (J. Walter Thompson), Ballantine Beer (William Esty), Hoffman Beverages (Grey Adv.), Pepsi-Cola (Kenyon & Eckhardt), Eastside Lager (Young & Rubicam, Los Angeles), Piel's Beer (Y&R, New York), L & M Cigarettes (Dancer - Fitzgerald - Sample) and Hamm's Beer (Campbell-Mithun).

Shampoo, cigarette tv ad receptivity

Hair shampoo and cigarette advertisers on television find the greatest receptivity among women between 18 and 34, according to brand comparison studies recently released by Television Advertising Representatives Inc., New York. The reports, which are delivered to advertisers and agencies, are the first in a series of research studies of various product categories to be conducted semi-annually by TvAR in cooperation with The Pulse Inc.

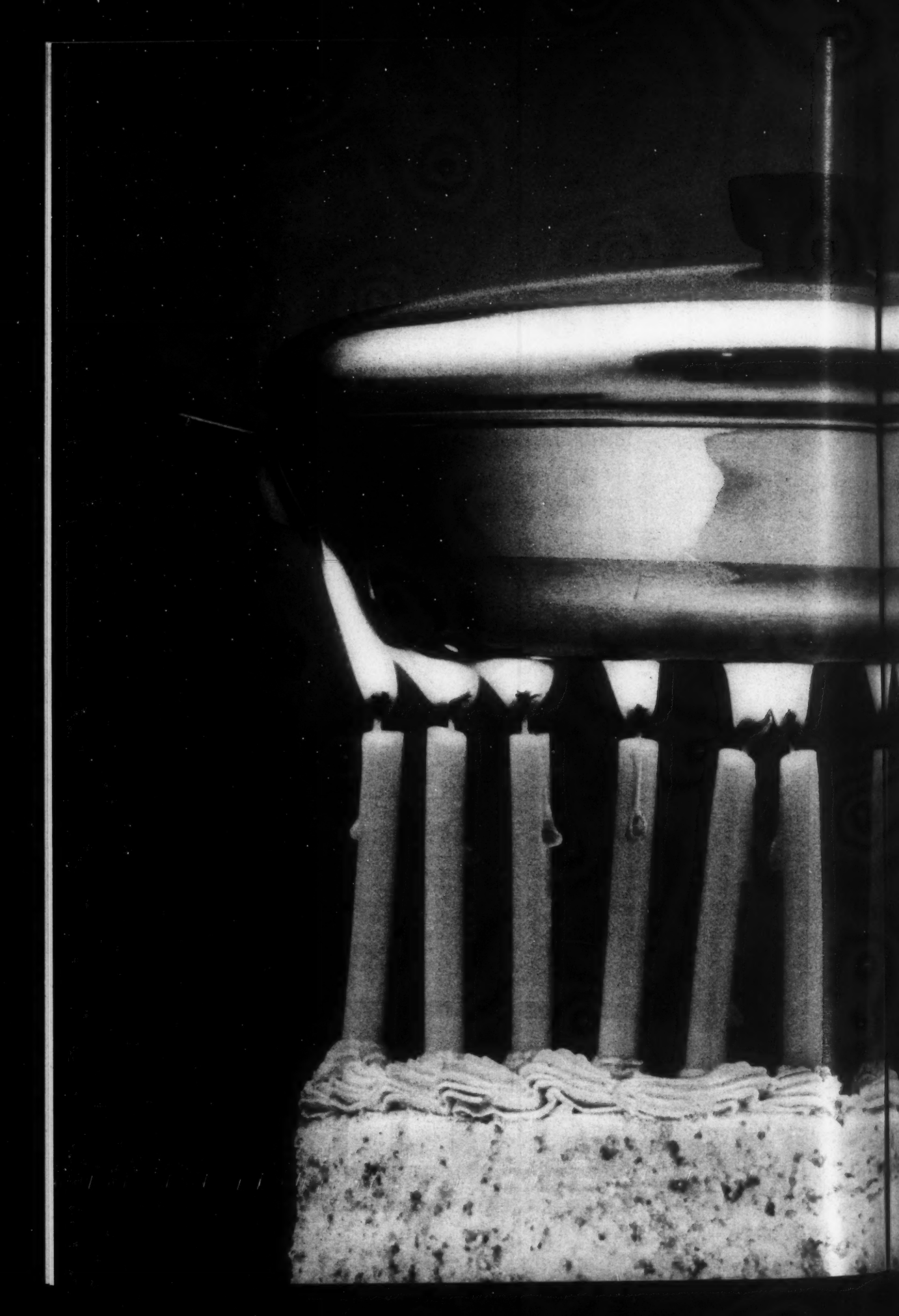
While few cigarette companies have used daytime tv, points out Robert Hoffman, director of marketing and research at TvAR, "daytime tv is the ideal time for selling cigarettes to women, for it attracts the young house-


"This part of the country certainly feels the impact of WHBF and I am pleased to be a part of Rock Island when I hear the many favorable comments given us for your continual superiority in the field. Best wishes for continued and even greater success."
HERBERT M. LINDSTROM, Principal
Franklin Junior High School
The deeper the roots . . .
the stronger the tree!

Ratings, cost-per-thousand, network affiliation, power, coverage—all of these are important to a time-buying decision. Equally important, too, is a station's strength and stature—*its roots in the community* . . . for example:

With 34 years of public service to the Quad-City area and with *a wealth of good will* accumulated through active staff and station participation in civic affairs, WHBF makes a significant contribution to the progress and welfare of this important two-state industrial metropolitan area.

The quotation above is only one of many testimonials to WHBF standing and acceptance in its home town community. This *prestige factor* is an important WHBF asset that accompanies *your advertising message* into Quad-City area homes.



a most unusual day

On October 14, "TELEVISION KITCHEN," WRCV-TV's half-hour cooking show (Wednesdays, 1:30 pm), celebrated an unusual—possibly unique—event: ten years of continuous sponsorship by the same advertiser! The Philadelphia Electric Company has found cooking expert Florence Hanford and WRCV-TV the perfect combination for promoting electrical living. Continuing viewer interest is reflected in the 2,000 completely unsolicited recipe requests received weekly.

"TELEVISION KITCHEN" is just one of the many types of programs on WRCV-TV, where totality of program service is seen as a major responsibility. Philadelphia responds to this philosophy. Witness WRCV-TV's recent dramatic gains in audience and billings.

Try WRCV-TV, with the best recipe for bigger sales in Philadelphia.

WRCV-TV
NBC Owned · Channel 3
in Philadelphia
Sold by NBC Spot Sales

wife who also represents the prime cigarette market." In the 18-34 female group, 60 percent smoke, according to the survey of 7,527 men and women, with more smoking filters than non-filters. Among men, the percentage who smoke remains just about the same in all age groups, TvAR found in its studies in five major markets—Boston, Baltimore, Cleveland, Pittsburgh and San Francisco—all TvAR represented markets. Upcoming surveys will cover gasoline, coffee, detergents and packaged soaps, ale, and dentifrices, the rep company said.

SUMMER DAYTIME BILLINGS RISE

August gross increase is 28% over the previous year

Daytime billings on the tv networks were at a higher level this past summer as compared to the July and August of the year before.

In August, daytime gross charges both Mon.-Fri. and for weekends were up 27% or more, with total daytime increasing 28.2%. The daytime gross for August was at $14.2 millions and in July, $16.3 millions (a 47.3% increase for that month).

The summer track record of network tv daytime gross billing is revealed in Television Bureau of Advertising's supplementary report on network time charges as compiled by Leading National Advertisers and Broadcast Advertiser Reports.

Released also are estimated expenditures by product classification, by top 15 company advertisers and top 15 brand advertisers.

August gross network time purchasers in general followed closely the pattern set for July (BROADCASTING, Sept. 28). It was still too early in the year for the flow of automotive money to network that began with new model introduction to show up in the billing figures. Thus, automotive lagged in the eight-month compilation: automobile gross time purchases were $29.3 million compared to the $35.8 million for the like period in 1958. Most other product categories, however, showed considerable increases.

Smoke Rings • Cigarette firms, as they had in July, continued to display a summer strength, Kent cigarettes, for example, once more leading the pack of the top 15 brands in network. Seven different brands of cigarettes were interspersed in this particular listing. Also in the smokes category, Phillies Cigars climbed to fifth place among network brand advertisers. The firm is heavy in sponsorship of sporting events.

Insofar as total company spending on network tv in August was concerned, it was the familiar story of Procter & Gamble domination. P&G's expenditure for the month was more than $3.8 million, well ahead of Lever Brothers' $3.1 million and American Home Products' $2.2 million.

A rundown of this same list shows that there were an even dozen blue chip clients whose network television billings individually topped the $1 million mark in August.

Network Television Gross Time Billings by Day Parts

	AUGUST			JANUARY-AUGUST		
	1958	1959	Percent Change	1958	1959	Percent Change
Daytime	$11,120,040	$14,253,181	+28.2	$104,452,184	$132,645,979	+27.0
Mon.-Fri.	9,501,786	12,092,025	+27.3	89,304,915	113,705,635	+27.3
Sat.-Sun	1,618,254	2,161,156	+33.5	15,147,269	18,940,344	+25.0
Nighttime	30,389,452	32,489,845	+ 7.0	261,247,266	270,400,561	+ 3.5
TOTAL	$41,509,492	$46,743,026	+12.6	$365,699,450	$403,046,540	+10.2

LNA-BAR: Gross Time Costs Only

Estimated Expenditures of Top 15 Network Brand Advertisers August 1959

1. Kent Cigarettes	$873,519
2. Anacin Tablets	697,907
3. Dristan	643,659
4. Dodge Passenger Cars	564,570
5. Viceroy Cigarettes	541,069
6. Phillies Cigars	535,502
7. Tide	518,835
8. Camel Cigarettes	504,822
9. L & M Filter Tip Cigarettes	498,358
10. Ford Passenger Cars	488,327
11. Colgate Regular & Aerosol Dental Cream	487,246
12. Chevrolet Passenger Cars	481,038
13. Gillette Razors & Blades	466,078
14. Winston Cigarettes	457,129
15. Salem Cigarettes	449,774

LNA-BAR: Gross Time Costs Only

Estimated Expenditures of Top 15 Network Company Advertisers August 1959

1. Procter & Gamble Co.	$3,828,802
2. Lever Brothers Co.	3,173,005
3. American Home Products Corp.	2,238,628
4. Colgate-Palmolive Co.	1,797,274
5. General Foods Corp.	1,484,874
6. R. J. Reynolds Tobacco Co.	1,411,725
7. Gillette Co.	1,354,774
8. P. Lorillard Co.	1,283,554
9. Liggett & Myers Tobacco Co.	1,143,793
10. General Motors Corp.	1,134,900
11. Bristol-Myers Co.	1,124,493
12. General Mills Inc.	1,061,298
13. Ford Motor Co.	969,547
14. Texaco Inc.	894,600
15. Sterling Drug Inc.	836,371

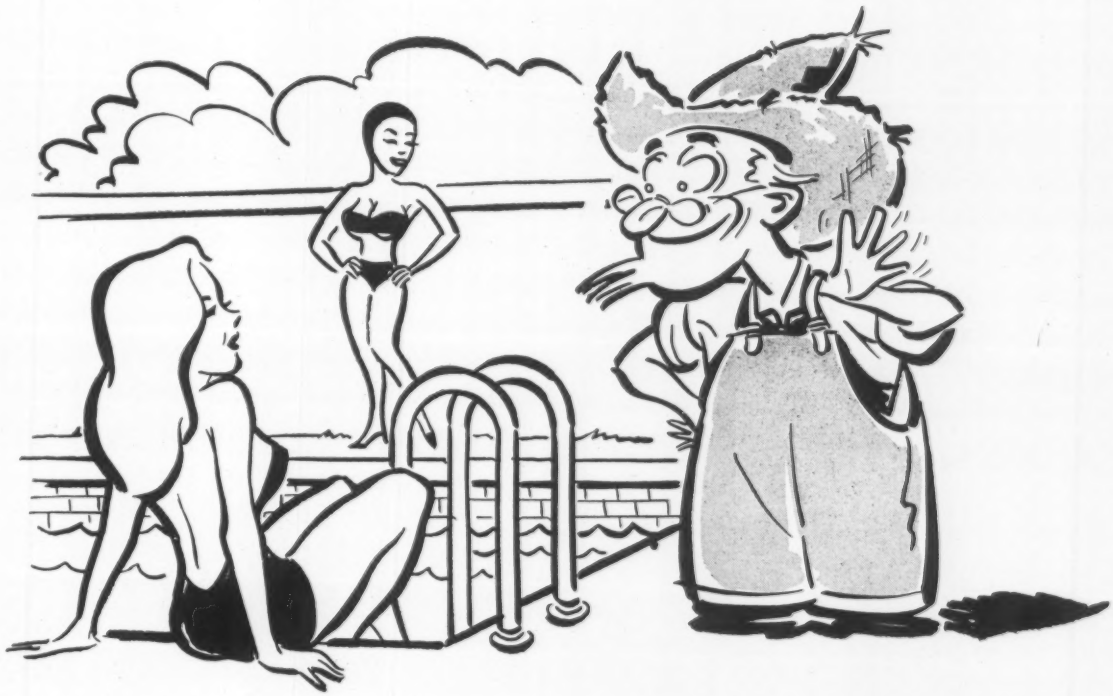
LNA-BAR: Gross Time Costs Only

Estimated Expenditures of Network Tv Advertisers by Product Classification

	August 1959	Jan.-Aug. 1959	Jan.-Aug. 1958
Agriculture & Farming	$ 32,150	$ 1,144,590	$ 51,347
Apparel, Footwear & Accessories	293,737	3,275,739	3,133,063
Automotive, Automotive Accessories & Equipment	3,270,703	29,343,826	35,811,579
Beer, Wine	752,304	3,980,557	4,251,311
Building Materials, Equipment & Fixtures	133,551	1,785,171	1,385,111
Confectionery & Soft Drinks	681,905	7,476,990	5,901,662
Consumer Services	145,656	2,072,070	1,981,983
Drugs & Remedies	5,550,399	46,682,972	35,489,702
Entertainment & Amusement	—	260,383	249,989
Food & Food Products	8,289,412	74,854,065	69,806,396
Freight, Industrial & Agricultural Development	—	235,587	—
Gasoline, Lubricants & Other Fuels	1,192,273	4,643,918	1,605,939
Horticulture	—	240,016	944,295
Household Equipment & Supplies	2,748,425	20,577,171	15,500,469
Household Furnishing	$ 260,344	$ 2,324,634	$ 2,162,684
Industrial Materials	1,582,867	13,320,216	11,699,761
Insurance	753,269	6,600,546	4,665,955
Jewelry, Optical Goods & Cameras	414,684	7,662,929	6,750,874
Office Equipment, Stationery & Writing Supplies	361,475	2,572,557	4,616,556
Political	—	—	81,519
Publishing & Media	—	—	827,833
Radios, Television Sets, Phonographs, Musical Instruments & Accessories	34,421	3,082,087	4,708,596
Smoking Materials	6,352,061	50,468,726	38,408,891
Soaps, Cleansers & Polishes	5,218,617	44,684,884	41,205,640
Sporting Goods & Toys	91,560	1,467,154	881,552
Toiletries & Toilet Goods	7,884,394	68,173,151	66,204,708
Travel Hotels & Resorts	—	715,062	1,773,489
Miscellaneous	698,819	5,401,539	5,596,546
TOTAL	$46,743,026	$403,046,540	$365,699,450

LNA-BAR: Gross Time Costs Only

Fargo is the SPENDINGEST city in the U.S.A.



And WDAY gets by far the biggest audience in this 54-county area!

The Consumer Markets pages of "Radio Rates" show that Fargo is the No. 1 city in the U.S.A., for Retail Sales Per Family!

Also — the Jan. 19-Feb. 13, 1959 Pulse Area Survey shows that WDAY is *by far* the top station among 37 that compete for audience in our 54-county area.

All this confirms the wisdom of you advertisers who have been choosing WDAY *since 1922!* There just ain't no station anywhere else in the U.S. that does so much — for so many — for so little! Ask PGW!

PULSE AREA REPORT (54 COUNTIES)
JAN. 19 - FEB. 13, 1959
SHARE OF AUDIENCE — IN-HOME & OUT-OF-HOME

	6 A.M.-12 N.	12 N.-6 P.M.	6 P.M.-Mid.
WDAY	**24**	**23**	**24**
STA. B	12	15	16
STA. C	9	10	10
STA. D	8	8	8
STA. E	6	6	6
STA. F	3	4	3
32 Others	38	34	33

WDAY

FARGO, N. D.

NBC • 5000 WATTS
970 KILOCYCLES

PETERS, GRIFFIN, WOODWARD, INC.,
Exclusive National Representatives

'LAST BASTION OF INDIVIDUALISM'

Daniels at AAAA assails 'copycats' effect on tv programs

Television, the Russians and the problems both present to the American public and to American advertising were major topics of discussion at the 22nd annual Western Region Convention of the American Assn. of Advertising Agencies, held Oct. 19-21 in Santa Barbara, Calif.

Hailing the advertising agency as "almost the last bastion of individualism in American business" Draper Daniels, executive vice president in charge of creative services, Leo Burnett Co., Chicago, commented that "unless we . . . keep it that way . . . the survey-making, play-it-safe copycats are going to do for us what they did to the movies 10 years ago and what they're doing to television programs now.

"All you have to do is to turn on your television set," Mr. Daniels declared. "You can see almost any type of wholesome family program you want as long as it's a western. A year or so back, it was quizzes. Television programming today seems obviously to be conceived in committee by promiscuous copycats."

Who Says So • "Who says so?," retorted Selig J. Seligman, ABC vice president and general manager of KABC-TV Los Angeles. Pointing out that tv "must be judged by the material that we place on the screen, namely, our programming," he asked, "Has it realy been so bad. Who says it has—the public?

"If the public doesn't like our programming, they have chosen a most peculiar way to tell us about it," Mr. Seligman stated. "When the public decided it didn't like vaudeville, it stopped going. When it decided it preferred television to the motion picture, the motion picture box office dropped substantially and the weekly attendance at theatres plummeted downward . . . The people like our programming enough to spend 5½ hours each day, 365 days a year, watching television with an average of more than two viewers every two minutes the set is in operation."

Mr. Daniels also had spoken a week earlier at the meeting of the AAAA central region in Chicago at which time he frankly criticized the neglect of creative people that allowed "fast buck boys" to lower quality of radio-tv commercials.

The continuing conflict between the American way of life of competitive free enterprise and the Rusian way of noncompetitive state-controlled production and distribution will be resolved in our favor only if we use all of the advertising know-how that has so successfully sold American business's products and services in the task of selling American ideals, several speakers told the three-day meeting.

First, we must sell them at home, Robert R. Gros, vice president in charge of advertising of Pacific Gas & Electric Co., San Francisco, declared.

BURNETT'S DANIELS
Points finger at failings

"It is time for a resurgence of the incentive system and a reduction of the preventive system . . . . Let's dust off the old ideals and the venerable values that breathed life into our young nation, that nurtured the abundance we share today. Concepts like the dignity of work, the virtue of self-reliance, the open road of opportunity. Let us re-sell the incentive system to ourselves. Let us get the old-time economic religion for the new-time economic test."

Next, we must sell them abroad, especially to the poorly educated masses of Latin America and the peoples of Asia and Africa who for the most part have no formal education at all, Eric Johnston, president of the Motion Picture Assn. of America, argued. "If the Red offensive is an economic offensive," he said, "ours must be a total and masive offensive for freedom —not just in the economic sphere, but in all aspects of human endeavor—in the social, cultural, educational and spiritual areas as well."

Sell to Russians • Finally, we must sell our ideals to the Russians themselves and to the other people behind the Iron Curtain, John Bowles, president, Rexall Div., Rexall Drug & Chemical Co., Los Angeles, declared. Reporting on a recent trip to Poland, he stated that he returned home "with a mission—to spread this gospel of freedom among other American businessmen who are in a position to do something about it. . . . If each one of us here [agencymen, advertisers, media representatives] would resolve to do one thing to help spread the knowledge of our free enterprise system to those people on the other side of the Curtain, we will have progressed another step along the road to tearing that curtain down forever."

Advertisers who consider themselves to be clients of their agencies are generally easier and more profitable for agencies than advertisers who look on themselves as agency customers, Norman Fields, CPA, stated. A client, he noted, is apt to select an agency as he does professional legal, engineering and accounting services, with quality his major aim, rather than price. The customer, on the other hand, looks at his agency as a supplier of services and his aim is to get more and more service without extra charges. He urged a realistic appraisal of the services provided for each client and their costs, with records kept on a simple basis that can be readily understood by the advertiser.

IN CHICAGO 4A there gets some of Daniels candor too

Shortcomings in radio-tv commercials received frank criticism at the 22nd annual meeting of the American Assn. of Advertising Agencies central region in Chicago. The speaker: Draper Daniels, vice president in charge of Leo Burnett Co.'s creative department and chairman of the agency's plans board.

Mr. Daniels, who also spoke last week at another 4A session in Santa Barbara (see above), conceded that the standards of commercials are "incredibly good" and even "considerably

There may be many ways to use adhesive bandages... but there's only one way to use the BAND-AID trademark correctly...please say

BAND-AID
TRADEMARK
Adhesive Bandages

Remember—all adhesive bandages are *not* BAND-AID Adhesive Bandages! "BAND-AID" is actually a trademark . . . one of the most widely known in the world . . . recognized in more than 50 countries.

It means Johnson & Johnson, not the name of a product . . . and it refers to a *whole family of products made only by Johnson & Johnson.*

The "BAND-AID" trademark is always followed by the product name, i.e. BAND-AID Plastic Strips, BAND-AID Plastic Tape, BAND-AID Butterfly Closures, BAND-AID Patch, Spot, Strip.

We appreciate your mentioning our products and we hope you will continue to do so. But when you do, won't you please use the *full name* correctly?

Johnson & Johnson

The most trusted name in surgical dressings

higher" than those for the programs themselves.

Still he charged that "opportunists" and "fast-buck boys" have taken over the broadcasting industry and propagated "copy cats" because creative people have neglected the commercial needs of the industry.

Mr. Daniels spoke during the broadcast phase of a creative workshop at the regional meet in Chicago's Drake Hotel Oct. 15-16. Appearing on the same panel was Kenneth C. T. Snyder, executive vice president and commercial production director at Needham, Louis & Brorby, Chicago, who discussed economies in commercials.

Too many copywriters haven't learned to distinguish in commercials between technique that will sell and technique for technique's sake, Mr. Daniels asserted. He felt "there's no reason commercials can't sell and be fun, too," adding that despite this, the industry will still turn out "dull commercials," while tv and sales costs keep on rising.

"The object of a commercial is to get people to say, not what a clever commercial you have, but what a wonderful product, he stated. Mr. Daniels also cited examples of what he described as poor-selling commercials and discussed differences between commercial "spielers and salesmen," Singing spots and jingles have their place in the industry, he acknowledged, providing the sales message is kept "simple."

Mr. Snyder pointed out that, with rising production costs, including labor and unions, "this makes it a business as well as creative." He showed filmed commercials as examples of economies that might be affected for sponsors.

Research • Earlier AAAA sessions on creativity centered around "research in advertising communications" and the "account executive as a pivot man" in agencies. Appearing on the former panel were David W. Lockwood, vice president and art director, D'Arcy Adv. Co., and William L. Spencer, vice president and creative director, Gardner Adv. Co.

Mr. Lockwood noted agencies today have to be effective in several areas, including radio, tv and other media, and cited the value of properly channeled information. He suggested "dollars and cents strategy" be permitted to filter down to the art level and that art directors need advertising research information, a growing field as a basis for better products and standing in the business community.

Mr. Spencer cited the need for closer relationships between creative and research people. Too often, he claimed, they are unwilling to work together.

Earl A. Clasen, vice president of Pillsbury Co., told AAAA representatives his company regards the account executive as the "pivot" man in its agencies. Among other requisites, an account man should have the courage of his convictions and be willing to "engage in problems".

"What worries the client is that, too often in the past, agencies have placed inexperienced men in account and other key positions," said Mr. Clasen. "Agencies have much to learn about putting the right man on the right account." The account executive, he added, must have basic intelligence to approach a problem and, over and above being an administrator, should be a "businessman" and be a leader in his agency as a "pivot" man.

Approximately 400 agency representatives attended the central region's annual meeting, which was devoted Oct. 15 to closed management sessions and opened to all agency member personnel on Oct. 16. Among highlights of the conference were talks by Frederic R. Gamble, AAAA president, and Robert M. Ganger, board chairman of AAAA and D'Arcy Adv. Co. (BROADCASTING, Oct. 19).

Canvas • Agency relations were canvassed, after Mr. Ganger's Oct. 16 morning talk, by Otto Kleppner, partner in The Kleppner Co. and chairman of the AAAA board's special public relations committee, and Ernest A. Jones, president of MacManus, John & Adams, and chairman of the AAAA board's advertiser relations group. Alexander H. Gunn III, vice president of J. Walter Thompson Co., presided over the session as director-chairman of the AAAA Central Region. Mr. Kleppner discussed the work of various AAAA committees.

Discussing the reasons for client agency switches, Mr. Jones expressed belief that "the dimension of risk in [their] relations would soon be reduced to its normal proportions if we all spent half as much time and thought in keeping the client happy as we did in coaxing him into the shop in the first place." He suggested agencies show always the same creativity, leadership and dedication as when they pitched for the account.

He added: "We accept the roses of today's expanded advertising functions with profitable pleasure. I think we should accept the fact that the thorns are bigger, too." Additionally, he pointed out, "the advertiser is in the driver's seat today and driving hard . . . just as they, in turn, are being driven hard by their competition, the public, the tax collector."

More cigarette ads, spokesman predicts

There'll be more cigarette advertising in the future as "the struggle to dominate the (cigarette) market" continues.

This prediction comes from a leading spokesman for the tobacco industry. And, said Lewis Gruber, chairman of the board and chief executive officer of P. Lorillard Co., New York (agency is Lennen & Newell, New York), in appearing last week before the Boston Conference on Distribution:

Advertising will be "coupled with greater use of product claims and inferences of product differences."

In looking to the future of his industry, Mr. Gruber said the "pattern" indicates "heavier and more extensive advertising via print, tv, radio, billboards, point of sale, promotions . . ."

New tv face • If history repeats itself, this is destined to become a familiar close-up on tv. Lestare, newest member of the Adell product family, is launched on the market-by-market introduction pattern used by Lestoil. Starting from Adell's Holyoke, Mass., home base, Lestare has moved into several eastern markets, using daytime tv minutes to promote the fact. The campaign broke on all seven metropolitan New York stations last week, placed by Jackson Assoc., Holyoke. One significant difference in the Lestare introduction from Lestoil's: some use is being made of print media. Lestoil was third biggest spot spender in U.S. tv last year with $12.3 million.

INTRODUCING THE NEW WIL BROADCAST HOUSE!

THE FINEST IN THE WORLD!

in Tempo with the Times

Never before in the history of radio has St. Louis enjoyed the full richness of radio entertainment now presented by WIL in their magnificent new Broadcast House.

No effort has been spared to make WIL in St. Louis the nation's finest broadcasting facility. Every modern development in electronic communications, including the nation's largest installation of A.T.C. (Automatic Tape Control), has been provided for that extra measure of listening pleasure that St. Louis has come to expect from the station they call their own. Perhaps that's why Radio WIL is First in every nationally recognized audience survey in the country—Pulse, Hooper, Nielsen, & Trendex.

WIL is proud of its outstanding new home. Here are facilities that reflect not only the success of WIL but the vital, progressive, generous spirit of St. Louis and all its people, as well.

But, of course, our greatest pride—our biggest pleasure—lies in the ability of WIL to bring to YOU the ultimate in radio listening pleasure and service.

The welcome mat is always out at WIL Broadcast House . . . YOUR Radio Station in St. Louis!

WIL ST. LOUIS

SOLD NATIONALLY BY ROBERT E. EASTMAN

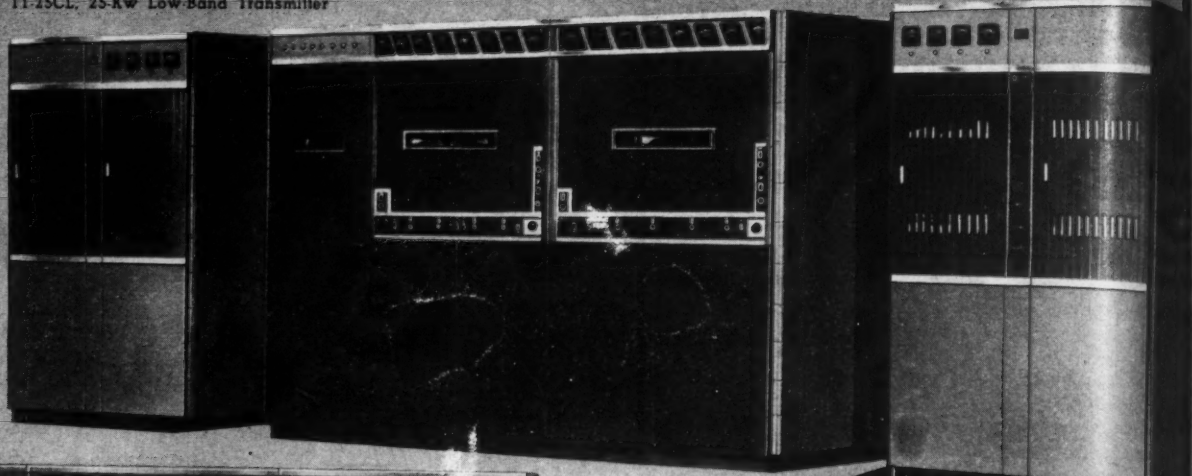
WIL St. Louis
KBOX Dallas
WRIT Milwaukee

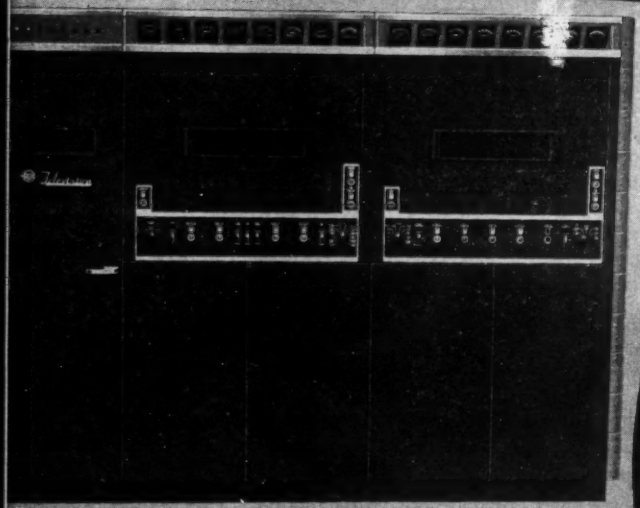
THE BALABAN STATIONS

in Tempo with the Times

John F. Box, Jr., Managing Director

TT-25CL, 25-Kw Low-Band Transmitter

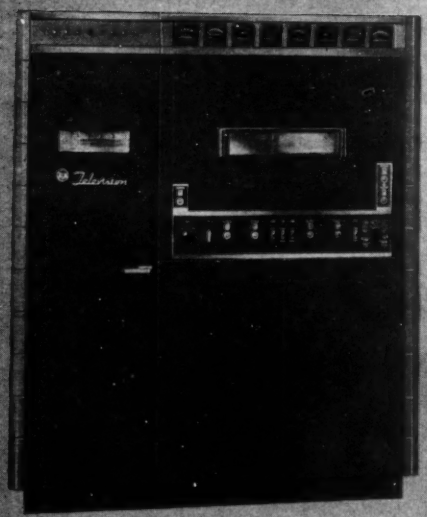




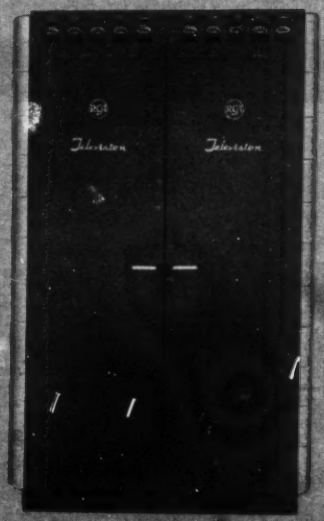
TT-6AL, 6-Kw Low-Band Transmitter

Television Transmitters with the RCA reputation for Quality

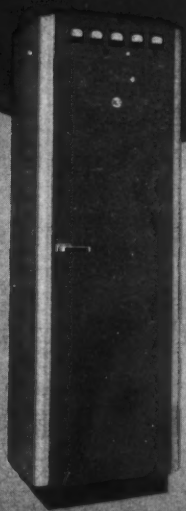
ERP's from 100 to 5,000,000 Watts



TT-2BL, 2-Kw Low-Band Transmitter

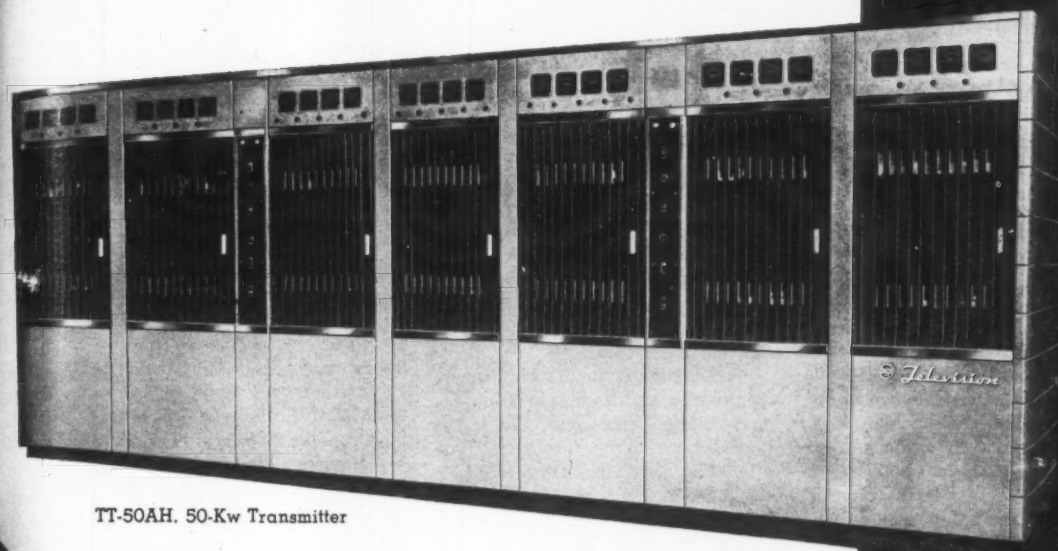


TTL-500AL/AH, 500-Watt Low Power Transmitter

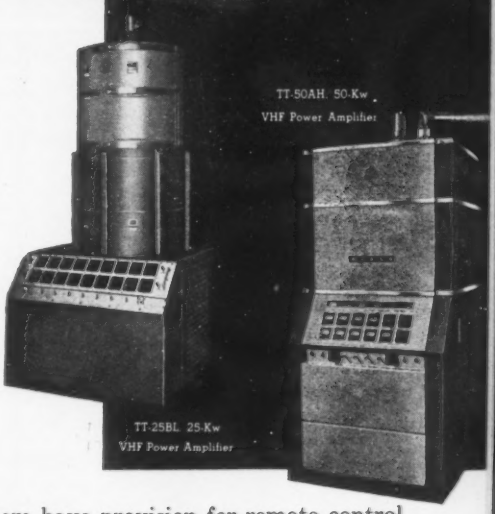


TTL-100AL/AH, 100-Watt Low Power Transmitter

ANOTHER WAY RCA SERVES INDUSTRY THROUGH ELECTRONICS



TT-50AH. 50-Kw Transmitter



TT-50AH. 50-Kw VHF Power Amplifier

TT-25BL. 25-Kw VHF Power Amplifier

Since 1929, RCA has designed and manufactured broadcast transmitters. Today, RCA offers this 30 years' experience in providing the most complete line of television transmitters ever built. Included are over 20 different TV transmitters for VHF or UHF application, at any ERP.

If you invest in an RCA television transmitter now, it will assure savings in maintenance and operating costs throughout its lifetime. Even after years of reliable operation it will still have high resale value. Since all RCA TV transmitters are now designed for color as well as monochrome, they are ready for color when you are. And most of them have provision for remote control, in anticipation of future requirements. Consider these additional advantages:

1. RCA Transmitters are generally less expensive to operate. This is true because in almost every power class RCA Transmitters use less power and have lower tube costs.
2. All are designed for color as well as monochrome.
3. All use standard tubes—easily obtainable, economical and dependable.
4. All offer excellent accessibility, reasonable installation costs; all operating controls are accessible from front panel.
5. Most use new aural and visual TV exciter to minimize intercarrier subcarrier beat during color transmission.
6. Many have built-in provisions for proposed remote control of TV transmitters.
7. In most cases, lower power units can serve as efficient drivers when you go to higher power.
8. RCA Transmitters almost always have better resale value.

For complete information about these quality transmitters, call your nearest RCA Representative. He will be glad to give you the benefit of his (and RCA's) equipment knowledge. There's no obligation. For further particulars, write to RCA, Dept. ZD-22, Building 15-1, Camden, N. J. In Canada: RCA VICTOR Company Limited, Montreal.

Tmk(s) ®

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT

CAMDEN, N. J.

'Blue collar' & housewife loyalty to radio

More than nine out of 10 "blue collar" men listen to radio during an average week, Radio Advertising Bureau, New York, disclosed last week in a report titled "—Blue Collar Men & Radio." The study, conducted for RAB by The Pulse Inc. among skilled and semi-skilled workers in six geographical areas of the U.S., revealed that more than half of the men questioned say they listen to radio during weekday morning hours. Some 38% of the men were reported to listen to radio during afternoon and evening hours. RAB points out that this work force is estimated at 20 million men whose earnings today are at an all-time high

The Distaff Side • Radio's pull on male workers was not to be outdistanced by another large working force — an estimated 11.5 million women who are both homemakers and business employes. Among the findings in a RAB-Pulse report titled "Working Housewives & Radio":

• Over nine out of 10 working housewives listen to radio in a week's time, a slight increase over a similar RAB report issued in 1955.

• Working housewives today average more than two hours per day with radio. It was less than two hours in 1955, RAB said.

Morning hours in the kitchen are the preferred time and location for the working housewives, the report showed.

RAB last week also announced the start of a new nationwide survey of the $2 million dry cleaning and dyeing industry. RAB member stations have been sent questionnaires to outline, in detail, the strategy and techniques behind successful radio campaigns currently being conducted by some of the nation's 33,000 cleaners and dyers.

• Business briefly

Time sales

Taking shine to tv • Speed Shine, new spray-on shoe polish of Universal Spray Can Corp., N.Y., is expanding its eastern tv exposure from three markets to six by Nov. 16, and picking up the south and west shortly after. The goal is L.A. by Jan. 1. Speed Shine expects to spend about $250,000 a quarter, nearly all in spot tv, through its agency, Rothstein, Simmons, Pascoe & Davis, N.Y.

Yankee trend • Purex Corp., South Gate, Calif., is using news-weathercasts on 32 Yankee Network stations to introduce plastic containers for its Trend (liquid detergent) starting Monday (Nov. 2). Nine news and four weathercasts a day will give Trend 1,280 spots a week. Agency: Foote, Cone & Belding, L.A.

Singer returns • Guardian Maintenance Div. of General Motors Corp., Detroit, has signed sponsorship of the new *Eydie Gorme Show* starting Nov. 2 on ABC Radio (Mon.-Wed.-Fri. 6:50-6:55 p.m. EST). Miss Gorme had similar program on ABC from April 6 to Oct. 2. Agency: D.P. Brother & Co. Detroit.

Decoration kit • Osborne-Kemper-Thomas Inc., Cincinnati, via Foote Cone & Belding, Chicagco, starts a spot tv drive Dec. 7 for its "Holiday Sprinkles" home decoration kit of Christmas ornaments. Two-week campaign is set for 45 markets with 20 one-minute spots per week in top 10 markets and 12 per week in the next 35.

Chicken crowing • The kitchens of Sara Lee (baked goods), Chicago, starts five-week saturation spot tv campaign on all local New York stations Oct. 27 to introduce its new frozen prepared main chicken course to that market. Schedule calls for over 100 announcements on seven outlets. Agency: Cunningham & Walsh, Chicago.

Out of the vat • C. Schmidt & Sons, Phila. (Schmidt's beer), through Ted Bates & Co., New York is preparing for its "most ambitious campaign in its 99-year history," it's reported. Annual sales goal has been raised to two million barrels by end of 1960—a 43 percent increase over 1958. Starting date of planned spot tv drive in all major markets has not been announced, but after saturation level has been reached in each, the campaign will be continued via Sunday newspaper supplements.

Ryder Cup play • Chrysler Corp., Detroit, for its new Valiant economy car, will sponsor NBC-TV telecast of annual Ryder Cup golf competition between professional golfers of the U.S. and Great Britain. Coverage will include the final holes on last day of play, Nov. 7 (6:30-7:30 p.m. EST) from Eldorado Country Club, Palm Desert, Calif. Telecast will be first for Ryder Cup play and the first Valiant-sponsored program. Agency: BBDO.

Tv makeup • Coty Inc., N.Y., in its first network tv advertising buy, joins ABC-TV daytime program schedule. Cosmetic firm will sponsor portions of *American Bandstand, The Gale Storm Show, Beat the Clock* and *Who Do You Trust?* Move from key market spot tv program to network tv coincides with expansion of Coty's national distribution, it was reported. Agency: BBDO.

Going steady • Kemper Insurance Co., Chicago, formerly alternate-week sponsor of *Time: Present—Chet Huntley Reporting* on NBC-TV (Sun. 5:30-6 p.m. EST), as of Oct. 11 is sponsoring program in full for 26 weeks. Agency: John W. Shaw Adv. Inc., Chicago.

Agency appointments

• Boyle-Midway Div. of American Home Products Corp. appoints Tatham-Laird, Chicago, to handle advertising of Easy-Off oven cleaner, Easy-Off window spray and Griffin shoe polish effective Dec. 1. Estimated billings: over $2 million. Media plans will be announced later.

• Nationwide Insurance Cos., Columbus, Ohio, will continue its association with Ben Sackheim Inc., N.Y. Account, is worth about $2 million in annual billing. *The Hidden Revolution* on CBS Radio ($100,000) and some co-op tv are the broadcast expenditures. Account is expected to break with spot tv campaign next year. Sackheim has handled the account since 1950, and was in danger of losing it when the insurance firm began soliciting bids from some 20 or more agencies. Sackheim was final agency heard about two weeks ago.

ARB

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television network shows for each day of the week Oct. 14-20 as rated by the multi-city Arbitron instant ratings of American Research Bureau.

Date	Program and Time	Network	Rating
Wed., Oct. 14	Perry Como (9 p.m.)	NBC-TV	25.5
Thur., Oct. 15	Playhouse 90 (9:30 p.m.)	CBS-TV	18.8
Fri., Oct. 16	77 Sunset Strip (9 p.m.)	ABC-TV	24.2
Sat., Oct. 17	Gunsmoke (10 p.m.)	CBS-TV	22.8
Sun., Oct. 18	Ed Sullivan (8 p.m.)	CBS-TV	23.7
Mon., Oct. 19	Frank Sinatra (9:30 p.m.)	ABC-TV	27.5
Tue., Oct. 20	Startime (9:30 p.m.)	NBC-TV	28.6

Copyright 1959 American Research Bureau

The WeeReBeL *discusses "sales campaign ribbons" with Bert Mulligan, Broadcast Supervisor, Compton Advertising, New York.*

Have you heard what the WeeReBeL said to Compton Advertising?

"We're rich in Columbus."

Average family income in the metropolitan trading area of Columbus, Georgia, is higher than that of New York, Chicago or Detroit. In fact, only 24 other cities in the U. S. beat it!

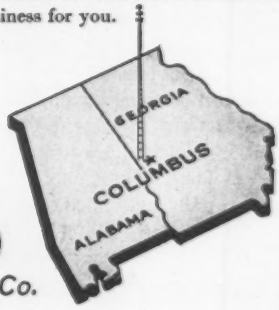
Over 85% of these better-than-average families own TV sets and WRBL-TV is the only VHF in the market. WRBL Radio is Columbus' CBS Affiliate with imaginative adult programming . . . high fidelity sound, plus stereo! Call HOLLINGBERY and let WeeReBeL in Columbus start building business for you.

WRBL

TV-CHANNEL 4 • RADIO-5000 WATTS

COLUMBUS, GA.

Represented by George P. Hollingbery Co.



JOCK WHITNEY NOW COMMUNICATOR

Financier reorganizes station holdings to take firmer control

A new $50 million organization last week entered the broadcasting and publishing field.

It is headed and principally owned by John Hay (Jock) Whitney, now U.S. Ambassador to Great Britain. For some time Mr. Whitney has held substantial interests in the five Corinthian Stations and the four VIP Radio Inc. stations, but his role has been that of investor rather than active executive. Last week it was announced that in the future he would devote his primary attentions to the communications field.

Announced last Wednesday was the establishment of Whitney Communications Corp. as the personal holding company of Mr. Whitney. Whitney Communications Corp. will own all of Mr. Whitney's holdings in Corinthian Stations, his 50% ownership of VIP Radio Inc., and his controlling interest in the *New York Herald Tribune*, *Parade Magazine*, and *Interior Design Magazine*.

The transaction brings under one roof all of Mr. Whitney's broadcast and publishing interests.

Corinthian stations—in Tulsa, Indianapolis, Fort Wayne, Houston, Sacramento—were principally owned by J. H. Whitney & Co. Mr. Whitney is a principal owner (48.5%) of this investment company.

In transferring these interests to Whitney Communications Corp., Mr. Whitney's capital account in the investment firm will be reduced by this amount, it was explained.

Whitney Associates • Joining Mr. Whitney in Whitney Communications Corp. are these J. H. Whitney & Co. associates: Walter N. Thayer, managing partner of J. H. Whitney & Co., who will become president of Whitney Communications; Samuel C. Park, who will become chairman of the finance committee; Robert F. Bryan, who is also Corinthian secretary-treasurer, as financial vice president; C. Wrede Petersmeyer, who will continue as Corinthian president.

All four are withdrawing from the J. H. Whitney & Co. firm. Mr. Whitney remains with the investment firm as principal partner.

Board of directors of Whitney Communications will include Messrs. Thayer, Park and Petersmeyer, and Bernard Kilgore, president-publisher of the *Wall Street Journal;* Robert M. White II, president-editor of the *New York Herald Tribune*; Arthur H. Motley, president-publisher of *Parade*, and Martin Stone, president of VIP Radio Inc.

Mr. Stone is the other 50% owner of VIP Radio Inc., which owns four stations in suburban New York City areas.

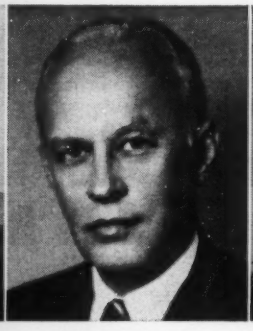
When Mr. Whitney completes his current representation in London he will become chairman of the communications company as well as chairman and publisher of the *Herald Tribune*.

Interest in Broadcasting • Mr. Whitney's interest in communications was expressed in the applications filed last week for FCC approval of the transfers. Mr. Whitney, they say, "has a deep and increasing interest in radio and television broadcasting and intends in the future to be principally identified with the field of communications."

In the statement issued with the announcement of the formation of Whitney Communications, Mr. Whitney said:

". . . It is my conviction that the whole communications field is basic to our modern life, that it has a profound political, social, cultural and economic

MR. WHITNEY



MR. THAYER

MR. PETERSMEYER

The new team • The broadcast properties in the new Whitney Communications Corp. will look to these three bosses: John Hay Whitney, chairman of the board; Walter N. Thayer, president; C. Wrede Petersmeyer, president of the subsidiary corporations owning the Corinthian Stations.

Diplomat, sportsman, art collector, soldier. These are the adjectives usually associated with the name of John Hay Whitney. But the description he is most partial to, according to reports, is one which has been coupled often with his name in recent years: "the millionaire with a sense of social justice."

The last comes from the establishment of the John Hay Whitney Foundation, a $10 million fund which helps deserving youths of all backgrounds, nationalities, races and creeds with scholarships for schools and colleges.

Descended on both sides from illustrious forebearers (the Whitneys go back to colonial Massachusetts), Mr. Whitney has also shown the acumen which built up the family's fortunes; in fact he has increased them. He put $10 million in J. H. Whitney & Co., an investment firm in which he is principal partner. It now is worth double that amount, it has been reported.

Mr. Whitney's private investments began with $20 million; they are now estimated at $80 million.

Born in 1904, Mr. Whitney was schooled at Groton, Yale, Oxford. He captained the American polo team which captured the international cup. Hunting and golf are today's hobbies, and his art collection is internationally famous.

During World War II, he served in the Air Force as a colonel. He was captured by the Germans in the later days of the war, escaped after 18 days imprisonment. He was appointed by President Eisenhower as U.S. Ambassador to the Court of St. James in March 1957.

He comes to public life naturally.

importance not only in the United States, but throughout the world.

"I welcome the opportunity to participate even more actively in the future development of television and radio broadcasting. It has grown with astonishing swiftness into one of the great communications forces of the world. I am particularly impressed with both the accomplishments and even greater promise of the television medium as a popular cultural and informational force on the national and world scene. I find television's ability to reach the minds and hearts of vast audiences an exciting opportunity and challenge."

Mr. Whitney paid tribute to Wrede Petersmeyer "who has done so much to bring Corinthian to its present position of strength and vigor."

Acquired First Station • The J.H. Whitney & Co. interest in television began in 1952 when it invested in several community tv systems. In 1954 it bought KOTV Tulsa for $4 million. In 1956 it bought 90% of what is now KHOU-TV Houston for $4.25 million and WISH-AM-TV Indianapolis and WANE-AM-TV Fort Wayne for $10 million. In 1958 it bought what is now KXTV(TV) Sacramento, Calif., for $4.5 million.

Early this year, Mr. Whitney, through his wholly owned Plymouth Rock Publications Inc., joined with Mr. Stone in acquiring in rapid succession radio stations in Mt. Kisco, New Rochelle, Saugerties and Mineola, all New York City suburban areas. The first two are in Westchester County, Saugerties is in Ulster County and Mineola on Long Island.

WVIP's 90% interest was bought in January for approximately $225,000. In the same month, the Whitney-Stone group paid over $200,000 for WVOX-AM-FM. In February, about $90,000 was paid for WGHQ and in April more than $300,000 was paid for WFYI.

Mr. Whitney first invested in the *New York Herald Tribune* in October 1957. He acquired controlling interest in August 1958.

In July 1958 Mr. Whitney bought Parade Publications, which publishes the Sunday newspaper magazine supplement. He reportedly paid $10 million for this property.

Mr. Whitney also owns 10% of Great Northern Paper Co., 50% of Southern General Insurance Co., Atlanta fire and casualty firm; more than 50% of Greentree Stud Inc., horse breeding and racing farm; more than 25% of McClain Assoc., New York public relations firm, and 100% of Greenwood Seed Co., Thomasville, Ga., hybrid corn seed company.

Actually Whitney Communications Corp. will not own 100% of the Corinthian stations. It will represent Mr. Whitney's personal interest in them, as follows: KOTV, 100% preferred, 86% common; KHOU-TV, 84.68%; WISH-WANE stations, 85.2% and KXTV, 86%.

Mr. Thayer will personally own 4% in the different Corinthian licensees; Mr. Petersmeyer, 2%; Mr. Bryan, 1%; Mr. Park, 1%; Benno C. Schmidt, 4%; Nathan R. Owen, 1% and John K. Schemmer, 1%. Howard D. Brundage owns 0.8% of the WISH-WANE properties and 0.66% of KHOU-TV; James C. Richdale, manager of KHOU-TV owns 0.66% of that station.

Affiliation Depreciation • Balance sheets for all five Corinthian properties showed deficits, ranging from $132,023 for KOTV to $793,990 for Indiana Broadcasting Corp. (licensee of WISH-WANE stations). A footnote indicated that the losses were due to depreciation being taken on their network contracts.

If this depreciation were not taken, it was understood the properties would show a combined total earned surplus in the neighborhood of $2 million.

The network contracts valued at $8-9 million are being depreciated over a two-year period, it is believed. All Corinthian tv stations are CBS.

All the balance sheets are as of Aug. 31, 1959.

KOTV—total assets, $1.9 million, of which $645,087 were total current assets. Total current liabilities were $438,-

His maternal grandfather, John Hay, served as President Lincoln's secretary, was Secretary of State under Presidents McKinley and Theodore Roosevelt, and was ambassador to Britain. His paternal grandfather, William C. Whitney, served as Secretary of the Navy under President Cleveland.

Mr. Whitney is married to Betsey Cushing, the sister of Mrs. William S. Paley, whose husband is chairman of CBS Inc.

Walter Nelson Thayer, president of Whitney Communications Corp., is a lawyer who has been active in government work. Mr. Thayer was born in 1910, went to Colgate and received his law degree from Yale in 1935. He practiced in New York City and also served as federal assistant attorney general there. He was an attorney with the Lend-Lease Administration from 1941 to 1942, was a member of the Harriman Mission to London, 1942-45, was general counsel of the Foreign Economic Administration, 1945. He resumed his law practice in New York until 1955 when he became associated with John H. Whitney & Co. He was a member and counsel for Citizens for Eisenhower-Nixon in 1952, and also served on the New York State United Republican Finance Committee in 1953. He is married, has four children, and lives in Rye, N.Y.

C. Wrede Petersmeyer, the 40-year-old president of Corinthian Broadcasting Corp., the service organization for the five Corinthian stations, has been the broadcast specialist in the J. H. Whitney & Co. since 1951 when the investment firm put some capital in several community antenna systems. He was born and educated in California (U. of California), and at Harvard Business School. He was with the management consultant firm of McKinsey & Co. following service in World War II, and switched to the Whitney firm in 1947. He is a member of the Tv Board of NAB. He is married, has three children and lives in Bronxville, N.Y.

The new structure • Here is how the new John Hay Whitney broadcasting-publishing empire breaks down:

At the top is Whitney Communications Corp. Under this holding company are the three entities in which Mr. Whitney has interests:

• Corinthian Stations (KOTV [TV] Tulsa, ch. 6; KHOU-TV Houston, ch. 11; WISH-AM-TV [ch. 8] Indianapolis, WANE-AM-TV [ch. 15] Fort Wayne, KXTV[TV] Sacramento, ch. 10). Mr. Whitney holds a controlling interest in all these stations.

• VIP Radio Inc. (90% of WVIP Mt. Kisco, WVOX-AM-FM New Rochelle, WGHQ Saugerties and WFYI Mineola, all New York). Mr. Whitney owns 50% of this company; Martin Stone the other 50%.

• Newspapers and periodicals (*New York Herald Tribune*, *Parade Magazine*, *Interior Design*).

WSBT-TV ...SOUTH BEND, INDIANA'S DOMINANT STATION

JOE WEEKS...Man of the Hour

The South Bend television area gets its early evening news from WSBT-TV and newscaster, Joe Weeks. As head man of one of America's highest rated 6:00 o'clock news shows, Joe Weeks is indeed a man of the hour.

A veteran with over 25 years broadcasting experience, he's a nationally-known network announcer, sports writer and author. Joe Weeks' abundant experience and first hand knowledge of the national and international news front is backed up by a talented 11 man news department. Talent, staff and the newest technical equipment make ***6 O'Clock News*** the completely dominant show in this time period.

Full sponsorship or spot participations are still available. Last fall the ***6 O'Clock News'*** average rating was 23.4! Reach the big 15 county WSBT-TV market with this top-rated show. Penetrate an area which has Effective Buying Income of $1,613,896,000!

Latest ARB report gives WSBT-TV 47.8% of sets in use, sign on to sign off. Get free market data book and presentation on Joe Weeks from your Raymer man or this station.

WSBT-TV

ONE OF CBS HIGHEST-RATED STATIONS

SOUTH BEND, INDIANA • CHANNEL 22

ASK PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

676; long term debt, $1.1 million, and deficit $132,023.

KHOU-TV—total assets, $3.2 million, with $1.5 million as total current assets. Total current liabilities was given as $484,935; long term debt as $2,475,000, and deficit, $391,227.

Indiana Broadcasting Corp. (WISH-WANE)—total assets, $5.3 million, of which $1.5 million were listed as total current assets. Total current liabilities, $378,790; long term debt, $4.2 million, and deficit, $793,990.

KXTV (TV)—total assets, $5.1 million, of which $870,096 was counted as total current assets. Total current liabilities were listed at $475,344; long term debt as $4.3 million and deficit as $232,171. In the case of KXTV only half the deficit was attributed to network contract amortization.

METRO BUYS WIP-AM-FM acquired; Peoria tv also added

Metropolitan Broadcasting Co. last week expanded its radio holdings to include WIP-AM-FM Philadelphia and added a third tv station to its holdings —uhf WTVH (TV) Peoria, Ill.

It spent $4.5 million for the Philadelphia station, although payment will be made in stock—150,000 shares of Metropolitan stock, plus the assumption of over $2 million in obligations, according to the joint release issued Oct. 22 by John W. Kluge, president and principal stockholder of Metropolitan, and Benedict Gimbel, president of the WIP stations.

The 150,000 metropolitan shares are valued at $2.7 million.

Mr. Gimbel, who with associates bought WIP from his family's department store ownership a year ago for $2.5 million, will become a vice president of Metropolitan in charge of all of its radio activities with a ten-year contract.

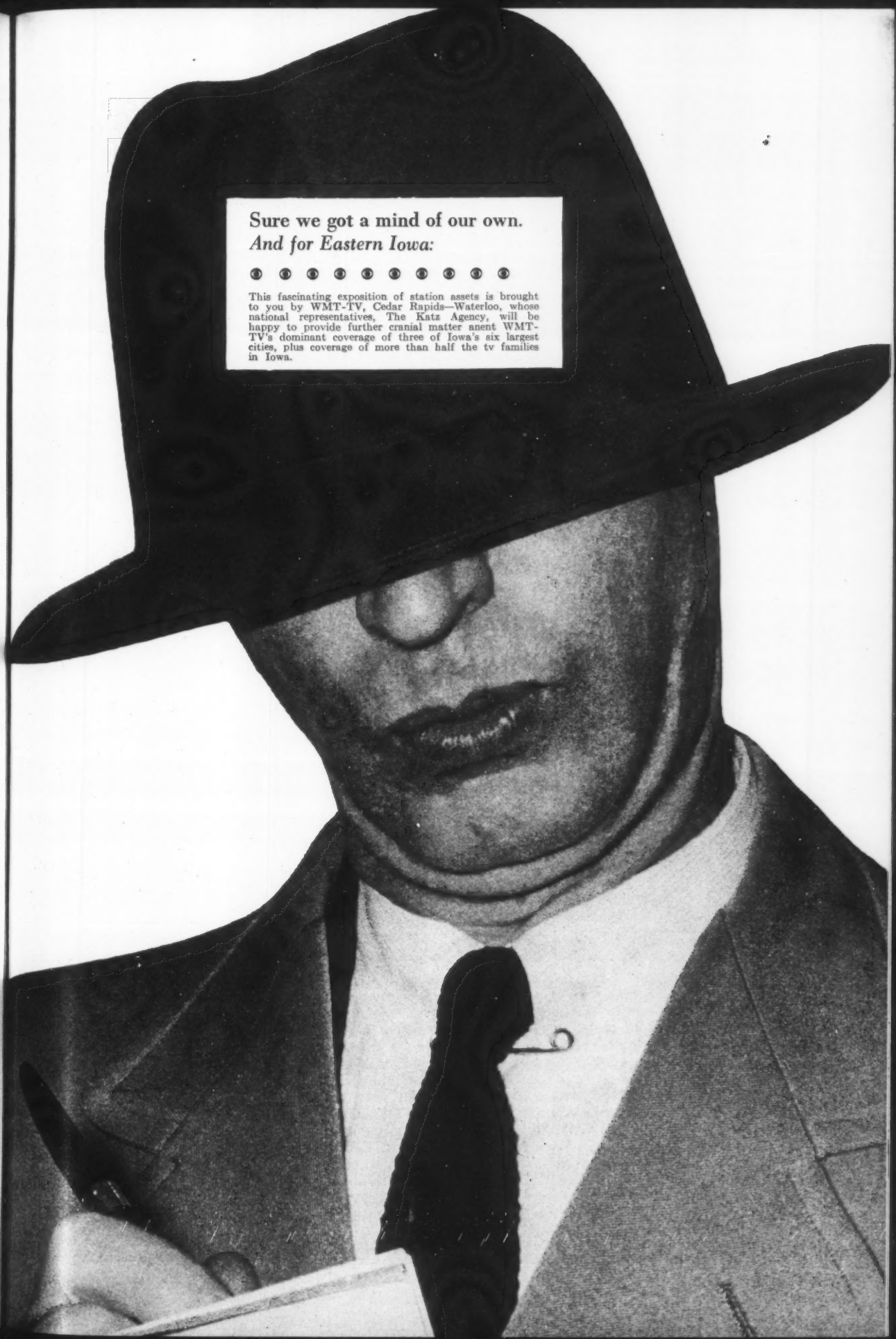
Other associates are John Crisconi, Philadelphia auto dealer, financier and insurance man; Edward Petry & Co., station representation firm; Bob Hope, John Pew and Ralf Brent.

Mr. Crisconi, who is scheduled to receive 22,000 of the 150,000 shares of Metropolitan stock, will be the second largest stockholder in Metropolitan—the announcement stated. Mr. Gimbel, who is scheduled to receive 20,000 shares of the 150,000 will be the third largest, it was announced.

Mr. Kluge individually controls 14% of Metropolitan's 1.75 million shares outstanding.

WIP was established in 1922 and operates on 610 kc with 5 kw.

The sale of WIP was handled through


Sure we got a mind of our own.
And for Eastern Iowa:
This fascinating exposition of station assets is brought to you by WMT-TV, Cedar Rapids—Waterloo, whose national representatives, The Katz Agency, will be happy to provide further cranial matter anent WMT-TV's dominant coverage of three of Iowa's six largest cities, plus coverage of more than half the tv families in Iowa.

Howard Stark, station broker.

Metropolitan bought ch. 19 WTVH for $600,000. The *Peoria Star-Journal* station was established in 1953. It is affiliated with ABC-TV.

The acquisition of WTVH will give Metropolitan three tv stations; the others are WNEW-TV New York and WTTG(TV) Washington, D. C. Both are ch. 5 and are independents.

Main Metropolitan station is WNEW-AM-FM-TV New York. Others are WHK-AM-FM Cleveland and WTTG-(TV) Washington.

Bennett H. Korn is Metropolitan vice president in charge of tv operations.

Mr. Kluge and his associates took over ownership of Metropolitan early in January of this year by buying Paramount Pictures' 21.75% interest for $4 million (BROADCASTING, Jan. 5). Associated with the Kluge group is Jones, Kreeger & Co., Washington brokerage house, which owns 23.77% of Metropolitan. Mr. Kluge said in Philadelphia Thursday that he and Messrs. Criscani and Gimbel would together own 250,000 shares.

Mr. Kluge, a major Washington food broker, got into radio after World War II when he was one of the principals in the establishment of WGAY Silver Spring, Md., a Washington suburb. He has owned stations in Fort Worth, Tex.; Pittsburgh, Pa.; Cleveland, Ohio. He has since disposed of these interests. He still owns WINE-AM-FM Buffalo, N.Y.

His 37% class B holdings in WLOF-TV Orlando, Fla., has been sold for $350,000 to Joseph L. Brechner (see CHANGING HANDS, page 76).

Musicians Guild files suit against the AFM

Musicians Guild of America, which is contesting the right of American Federation of Musicians to represent musicians employed in phonograph recording, last week filed suit against AFM and a number of record companies, charging discrimination against MGA. Record defendants are: RCA's Victor Record Div., Columbia Record Div. of CBS, Decca Records, Coral Records and AM-Par Record Div. of AB-PT.

Charges allege that while petitions for representation elections were pending before NLRB, these employers signed collective bargaining agreements with AFM, giving wage increases to recording musicians in all parts of the country except Los Angeles. In Los Angeles, MGA states, the wage raise for recording musicians will be held in escrow and not paid unless AFM wins the NLRB elections or MGA's petitions are dismissed or withdrawn.

NLRB on Oct. 13 ordered elections to be held at a number of individual companies within 90 days. They include Columbia, MGM, Warner Bros., Disney, Dot, Mercury, 20th Century-Fox, United Artists, Roulette, Colpix, Verve and Cavendish Records. Probable election cities are Chicago, Los Angeles, Nashville and New York.

Returned • Cases covering Victor, Capitol, Decca, Aristocrat, Imperial, Pacific Jazz, Goodtime Jazz, Am-Par and Coral have been returned to NLRB regional directors to determine whether MGA's showing of interest is sufficient to hold similar elections at these firms. Musicians who have worked two or more dates between Oct. 13, 1958, and Oct. 12, 1959, for a single record firm are eligible to vote in that company's election. This means many recording musicians will be eligible to vote in several elections.

WOV changes to WADO

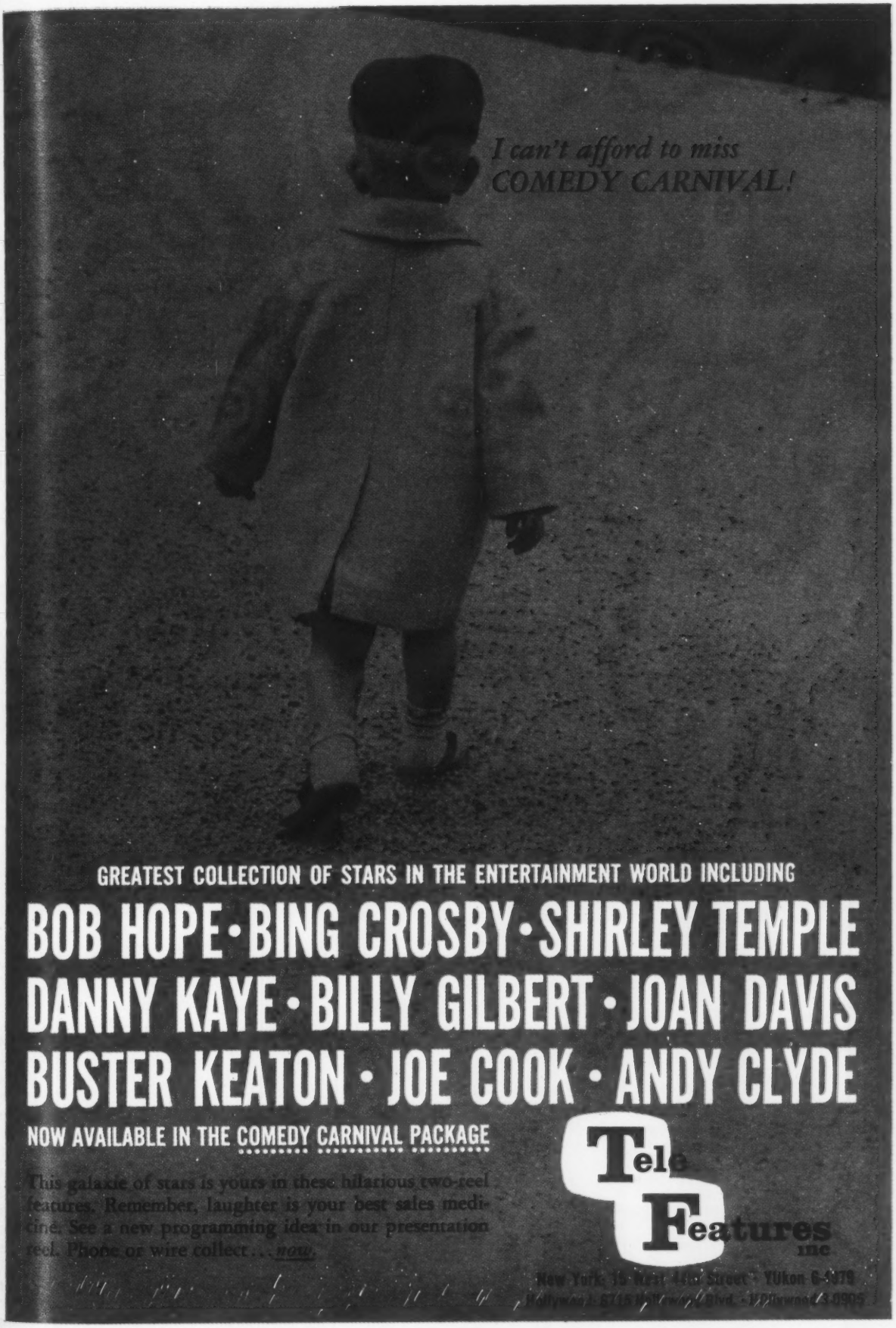
WOV New York, which was purchased last August by Bartell Broadcasters Inc., next Monday (Nov. 2) will have its call letters changed to WADO. Coinciding with the name change will be a revamped program schedule based on "several research studies dealing with audience composition in Italian, Negro and mass radio audience," according to Melvin M. Bartell, president and general manager of the station. In line with these findings, he said, WADO will build around a framework of "talented personalities and an elaborate news gathering and reporting service."

KYSN fights false ads

Meeting a reported invasion of bait-switch and con promotions, KYSN Colorado Springs, Colo., has formed a Dept. of Good Advertising Practice that issues a good-advertising seal to merchants conforming to the standards. The city has no Better Business Bureau, according to Kenneth E. Palmer, KYSN president.

The questioned promotions include "astonishing" price reductions based on mark-downs from inflated prices, according to Mr. Palmer, as well as refusal to sell goods at advertised figures. KYSN mentioned one jewelry merchant by name on the air and has editorialized on the subject, advising listeners to ignore certain advertising. One merchant cited on the air shut up shop and the promoters left the city. Mary Ann Lee is head of the good-advertising department.

What is a station's market? • The area or "total" marketing concept is what advertisers and their agencies ought to consider when appropriating budgets—this rather than by "city marketing." Reasons for the change, according to WBT Charlotte, which last week ran two presentations in two days for agency executives in New York, are (1) Dispersion of industry with smaller additional plants usually built in smaller cities and towns, and (2) population movement from the large cities to suburban and rural areas. Explained was Charlotte's marketing area using a 75-mile radius from the heart or "Central City." On this basis Charlotte has more than 2.2 million people compared to the central city population of 200,000. Cooperating in the presentation was CBS Radio Spot Sales. It was explained by J. Robert Covington, vice president of research and promotion for WBT (third from left) and Paul B. Marion, sales manager, WBT (second from left). Interested agency executives shown here (l. to r.) Arthur Pardoll, Foote, Cone & Belding; Mr. Marion; Mr. Covington; Phil Kenney, Kenyon & Eckhardt; Bill Hinman, Lambert & Feasley, Inc., Richard Puff, SSC&B.


I can't afford to miss
COMEDY CARNIVAL!
GREATEST COLLECTION OF STARS IN THE ENTERTAINMENT WORLD INCLUDING
BOB HOPE · BING CROSBY · SHIRLEY TEMPLE
DANNY KAYE · BILLY GILBERT · JOAN DAVIS
BUSTER KEATON · JOE COOK · ANDY CLYDE
NOW AVAILABLE IN THE COMEDY CARNIVAL PACKAGE
This galaxie of stars is yours in these hilarious two-reel features. Remember, laughter is your best sales medicine. See a new programming idea in our presentation reel. Phone or wire collect . . . now.
Tele Features inc
New York: 15 West 44th Street · YUkon 6-5979

THREE DOWN AND FIVE TO GO

Atlanta to be scene of next NAB conference

Broadcasters opened up a new can of problems and warmed over some existing ones last week in NAB's regional doubleheader meetings in Chicago (Monday - Tuesday) and in Boston (Thursday-Friday). Though the tv quiz scandals and their attendant threats to programming freedom were not given second billing, they were moved over to accommodate other topics of similar concern.

In Chicago, the NAB regional meeting drew a hefty turnout of midwest delegates, who, against a backdrop of government policing threats, heard still more criticism, this time from the president of one of its best agency broadcast clients. The subject was an old one: the summer tv hiatus and alleged programming deficiencies.

Thomas B. Adams, president of Campbell-Ewald Co., Detroit, warned networks and stations that they are "wrecking their own medium with second-rate, second-run television fare" during summer months. He also called for more imaginative radio programming (see story, page 49).

In Boston, Arno H. Johnson, J. Walter Thompson Co.'s senior economist and vice president, called advertising a powerful force in creating consumption to catch production and thus increase the standard of living (see story, page 54). He said national advertisers will have to keep boosting ad budgets to hold their own. For other coverage of the Boston meeting see AT DEADLINE.

Fourth NAB regional conference is scheduled for next Thursday and Friday (Oct. 29-30) at the Dinkler-Plaza Hotel, Atlanta.

Among other Chicago developments:

• NAB President Harold E. Fellows renewed his plea for industry unity and loyalty in the face of threatening government controls.

• Lionel F. Baxter, Storer Broadcasting Co., Miami, underscored the need for better programming as the means of increasing station audiences and revenue, while decrying the effects of programs sold only for "the immediate dollar."

Record Turnout • The second fall conference drew an attendance of 294 at Chicago's Sheraton Towers. That total was exceeded only by last year's turnout in Washington, D.C. William Walker, NAB assistant treasurer, said there are indications the total for all eight meetings this fall may go about 20% ahead of the 1958 schedule. Payson Hall, Radio-Tv Division, Meredith Publishing Co., Des Moines, and vice chairman of the NAB Tv Board, presided over the Monday luncheon, with Mr. Fellows as principal speaker. Mig Figi, WAUX Waukesha, Wis. and member of the NAB board, was host for the Tuesday luncheon meeting addressed by Mr. Adams.

Editorializing highlighted the Monday afternoon radio session, comprising Robert D. Enoch, WXLW Indianapolis; Robert Mason, WMRN Marion, Ohio, and Robert Hyland, KMOX St. Louis, as spokesmen for midwestern stations.

Mr. Enoch reported WXLW has editorialized as "part of an adult program service" since 1953, and gained stature and public acceptance, when there's a timely and controversial issue involved. Actually, he said, the station has picked up where newspapers left off in terms of public influence. WXLW conducts air opinions on a saturation basis, four times daily for two days with Mr. Enoch handling commentary, and airs advance station promos. The editorials concern situations or procedures, not individuals, he stressed. Among the subjects: juvenile vandalism, right-to-work laws and the commission system of government.

Success in Marion • Mr. Mason, described how WMRN editorials even "changed the attitude" of the local newspaper. He writes and airs opinions on uniform traffic light control, installation of voting machines and "everything that interests people." He warned again such pitfalls as "lack of experience," unwillingness to spend time on research and analysis and lack of knowledge of libel laws. Editorializing in Marion has not been "uninfluential" in terms of the city's growth, he said. Air opinions have got "sympathetic response" from advertisers, he claimed, and have been widely reprinted.

Mr. Hyland felt editorializing has been "the most significant development" in broadcasting for years and that radio is "now wearing long pants as a medium of influence." KMOX entered this field with a campaign for fluoridation of St. Louis County water, prompting successful legislation, he reported. The station selects topics through a board comprising the manager, news director and program director and welcomes equal time requests to debate issues.

Like Mr. Enoch, Mr. Hyland contrasted broadcast editorials with printed ones, claiming the former are "fresh, vigorous and dynamic." KMOX expects to editorialize more frequently in the future "on more controversial issues," according to Mr. Hyland. He said "broadcast executives are now called upon by 'city fathers' on policy matters much as editors were 50 years ago." He thought air editorials should reflect "high standards of research and fairness," but felt the drawbacks are far outweighed by "increased prestige and stature."

Other Radio Talks • Other radio sessions included talks by Charles H. Tower, NAB manager of broadcast personnel and economics, on declining station revenues and profits in the face of the rising value of station properties, and George Menard, WBBM Chicago, on the market presentation of the National Assn. of Tv & Radio Farm Directors (BROADCASTING, Oct. 19), plus Mr. Baxter's dissection of "Programming for Sales."

Mr. Baxter said "programs should be created by men who know programming and sold by men who know selling." He said there are countless examples of programs "sold for the immediate dollar that had a net effect of decreasing revenue because they detracted from the overall image of the station."

Over 50 examples of "successful programming" were recited by Mr. Baxter, which, he suggested, if used for one year "will repay your station with a loyal audience, substantial sales and a bottom line profit." He pointed out that practically all of them "were created by programming to satisfy the desires of the listener, and converted by sales to satisfy the desires of the client."

The Juggler • Mr. Baxter said he sometimes thinks station managers "have to keep things in and on the air. . . . precariously in order to please the listener, the client, as well as the most vocal section of our populace—those that don't listen but constantly badger us to program material they think those

No time out

No comment—at least for the record. That was NAB President Harold E. Fellows' reaction to two Washington regulatory developments last week. In Chicago for the second of NAB's regional conferences, he noted with interest FCC Chairman John C. Doerfer's proposal in *U.S. News & World Report* that an industry "czar" be set up to police quiz programs and also remarks in a letter from Sen. William Langer (R-N.D.) tying in "rigged" quiz shows to alleged crime and violence on television. Mr. Fellows said he had not seen Sen. Langer's letter to him because of regional conference travel and had no comment at this time.

that do listen ought to be getting as program fare."

The tv session Monday afternoon dealt with all-industry matters, including the newly-formed Television Information Office. Reports were given by Clair R. McCollough, Steinman Stations, as chairman of the parent Television Information Committee, and Louis Hausman, new TIO chief.

Television Bureau of Advertising's "Status Report of the Television Industry to the Financial Community" was delievered by TvB President Norman Cash at Tuesday's followup tv meeting, (BROADCASTING, Oct. 19). Similar reports on the tv code and television review code board were given by E. K. Hartenbower, KCMO Kansas City, and Joseph Herrold, KBTV (TV) Denver, board members.

Only the Best • Broadcasters can't afford to give critics "any legitimate ammunition or to provide anything but program material of the best quality and highest taste to the viewing public," Mr. Hartenbower said.

Reporting on the Tv Code Review Board, Mr. Hartenbower said the board, however, "is certainly not going to join in the hue and cry that's been made by tv's critics that the medium is undermining the moral fibre of the nation and is directly responsible for every act of violence since the sack of Jerusalem."

The Code Board's aim and responsibility, he said, is to prevent the "occasional lapse of good judgment that results in a suggestive or overly violent program sequence." The board's efforts in evaluating programs have met sympathy, understanding and cooperation from network editing offices and management, he said.

Mr. Hartenbower praised the Tv Code department's new west coast office under Frank Morris, former senior editor at CBS-TV Hollywood. In three months, he said, accomplishments in cooperation with the Alliance of Tv Film Producers has been better than expected, with 54 film series scheduled to bear the Affiliate Seal and several serious code problems averted before filming.

No "Blue Noses" • The board's members are not being "blue noses" or censors, Mr. Hartenbower said, but "the simple fact is that if our free system of tv is to remain free—and . . . profitable, too—the Seal of Good Practice . . . must mean something."

The final pre-luncheon session Tuesday was devoted to a "wrap-up" discussion of censorship and program control, present and future alignment of the FCC, ASCAP music licenses and other subjects.

Mr. Fellows noted that, other than provisions on against obscenity, broadcasters are not confronted with censorship now. He noted that the Commission's makeup could change in the next two years and pointed out NAB has enjoyed "better relations with FCC in recent years".

Radio station pr manual set by NAB

A public relations manual to guide radio stations in their community and regional promotion was voted by the NAB Radio Public Relations Committee at a meeting in Washington. The committee is headed by Robert L. Pratt, KGGF Coffeyville, Kan.

The committee went on record in favor of broader utilization of NAB's public relations material to acquaint listeners with the service and achievements of member stations. It reviewed the work of the public relations staff, of which John M. Couric is manager.

A series of taped messages on radio's services will be developed next year for member stations. The committee urged wider distribution and use of NAB's recorded jingles and approved prepara-

THE NUMBER 1 NEWS STORY IN DENVER

the Family Station

RIFLEMAN 1
NAKED CITY 2
MAVERICK 3
LEAVE IT TO BEAVER 6
LAWMAN 7
ALCOA PRESENTS 9

KBTV
CHANNEL 9

PLACES SIX IN TOP TEN
SAYS NIELSEN FOR MAY

According to the Nielsen Station Index . . . Denver's ABC affiliate is tied for first place in total homes reached during the vital 6-midnite time segment!

So, with 6 of the top 10 and a *tie* for most homes reached . . . **how can you cover the Denver Market without KBTV?**

JOHN C. MULLINS
President

JOE HEROLD
Station Mgr.

SEE YOUR P G W COLONEL

tion of material for use by individual broadcasters in making career talks to high school and college groups.

Attending the committee besides Chairman Pratt were Frank Gaither, WSB Atlanta; Simon Goldman, WJTN Jamestown, N.Y.; Boyd Kelley, KTRN Wichita Falls, Tex., and Robert J. McAndrews, KBIG Los Angeles. All members are NAB board members. Representing NAB were President Harold E. Fellows; John F. Meagher, radio vice president; Everett E. Revercomb, secretary-treasurer; Ward Asquith, assistant to Mr. Meagher, and Mr. Couric.

Changing hands

ANNOUNCED • *The following sale of station interests was announced last week, subject to FCC approval:*

• Corinthian Broadcasting Co. Stations: Ownership transferred to Whitney Communications Corp. (see story page 68).

• VIP Radio Inc.: 50% ownership transferred to Whitney Communications Corp. (see story page 68).

• WIP Philadelphia, Pa. Sold by Benedict Gimbel and associates to Metropolitan Broadcasting Co. for over $4.5 million (see story page 70).

• WTVH(TV) Peoria, Ill.: Sold by Peoria Star-Journal Co. to Metropolitan Broadcasting Co. for $500,000 (see story page 70).

• WBNY Buffalo, N.Y.: Sold by Roy L. Albertson and family to WBNY Inc. for more than $600,000. WBNY Inc. is owned 62.5% by Nathan and Peter Strauss and 37.5% by Harry Trenner. The Strauss' own WMCA New York; Mr. Trenner owns WFEC Miami, Fla. Announcement reports this is first move in chain of New York stations under aegis of Strauss family. Broker was Edwin Tornberg & Co. WBNY is 250 w fulltimer on 1400 kc.

• WLOF-TV Orlando, Fla.: 37% interest in Class B stock sold by John W. Kluge to Joseph L. Brechner for $350,000. Mr. Brechner will own 63% of Class B stock after transaction is approved. Payment will be $90,000 at closing with the remainder to be paid at stated intervals over 43 months from closing date. WLOF-TV is ch. 9 with 316 kw. Mr. Brechner owns 100% of WHMS-AM-FM Charleston, W.Va.; 55% of WERC-AM-FM Erie Pa.; and 26% of WLOF Orlando, Fla. Mr. Kluge is a principal stockholder in Metropolitan Broadcasting Co. (see story page 70).

• KBOY Medford, Ore.: Sold by Clarence E. Wilson to Kenneth R. and Isabel McCard of Colorado Springs, Colo., for $200,000. Mr. Wilson also owns KGRL Bend, Ore. Transaction was handled by Blackburn & Co. KBOY is daytimer on 730 kc with 1 kw power.

• KSHO-TV Las Vegas, Nev.: 90% sold Mervyn L. Adelson, Irwin A. Molasky and Nathan Adelson to Nevada Broadcasters Fund Inc. for $137,000. Nevada Broadcasters principally owned by Reed R. Maxwell, 30%, and includes Joseph Bloom (Forjoe & Co. and Forjoe Tv Inc.), 5%; Howard D. Johnson (with interests in KNAN Salt Lake City, KSUB Cedar City and KVEL Vernal, all Utah; KBLI Blackfoot and KTLE Pocatello, both Idaho), 6.25%; James C. Wallentine (interests in KVEL Vernal and is buying KBRV Soda Springs, both Utah), 6.25%. Mervyn Adelson will retain 10% interest. President of Nevada Broadcasters, but owning no stock, is R.G. Jolley, owner of KLAS Las Vegas. Ch. 13 KSHO-TV is 11 kw affiliated with ABC.

• WSTR-AM-FM Sturgis, Mich.: Sold by E. Harold Munn Jr. and associates to Reed Draper Jr. and Dr. Franklin Horowitz, both Bay City, Mich., for $120,000. Mr. Munn continues to own WTVB Coldwater, Mich. Sale was negotiated by Hamilton-Landis & Assoc. WSTR is 250 w on 1230 kc. WSTR-FM is 285 w on 103.1 mc.

WEST COAST TV — ***$375,000***

VHF-TV station. Major network affiliate in a strong market. Limited competition. Excellent potential. 29% cash and reasonable terms.

PENNSYLVANIA — ***$135,000***

Profitable daytimer in a good small market. This station is earning excellent return for absentee ownership. $40,000 cash, balance over five years. Will pay out easily.

FLORIDA — ***$115,000***

Powerful regional in growth market. Showing profit and consistent monthly improvement. Half cash with 10 years on the balance.

COLORADO — ***$100,000***

Fulltime local in rich single station market. There is good cash flow under absentee owner, with gross near price. Good assets. $29,000 down, balance over eight years.

NEGOTIATIONS • FINANCING • APPRAISALS

Blackburn & Company

Incorporated

RADIO - TV - NEWSPAPER BROKERS

WASHINGTON, D. C.	MIDWEST	ATLANTA	WEST COAST
James W. Blackburn	H. W. Cassill	Clifford B. Marshall	Colin M. Selph
Jack V. Harvey	William B. Ryan	Stanley Whitaker	Calif. Bank Bldg.
Joseph M. Sitrick	333 N. Michigan Ave.	Robert M. Baird	9441 Wilshire Blvd.
Washington Building	Chicago, Illinois	Healey Building	Beverly Hills, Calif.
STerling 3-4341	Financial 6-6460	JAckson 5-1576	CRestview 4-2770

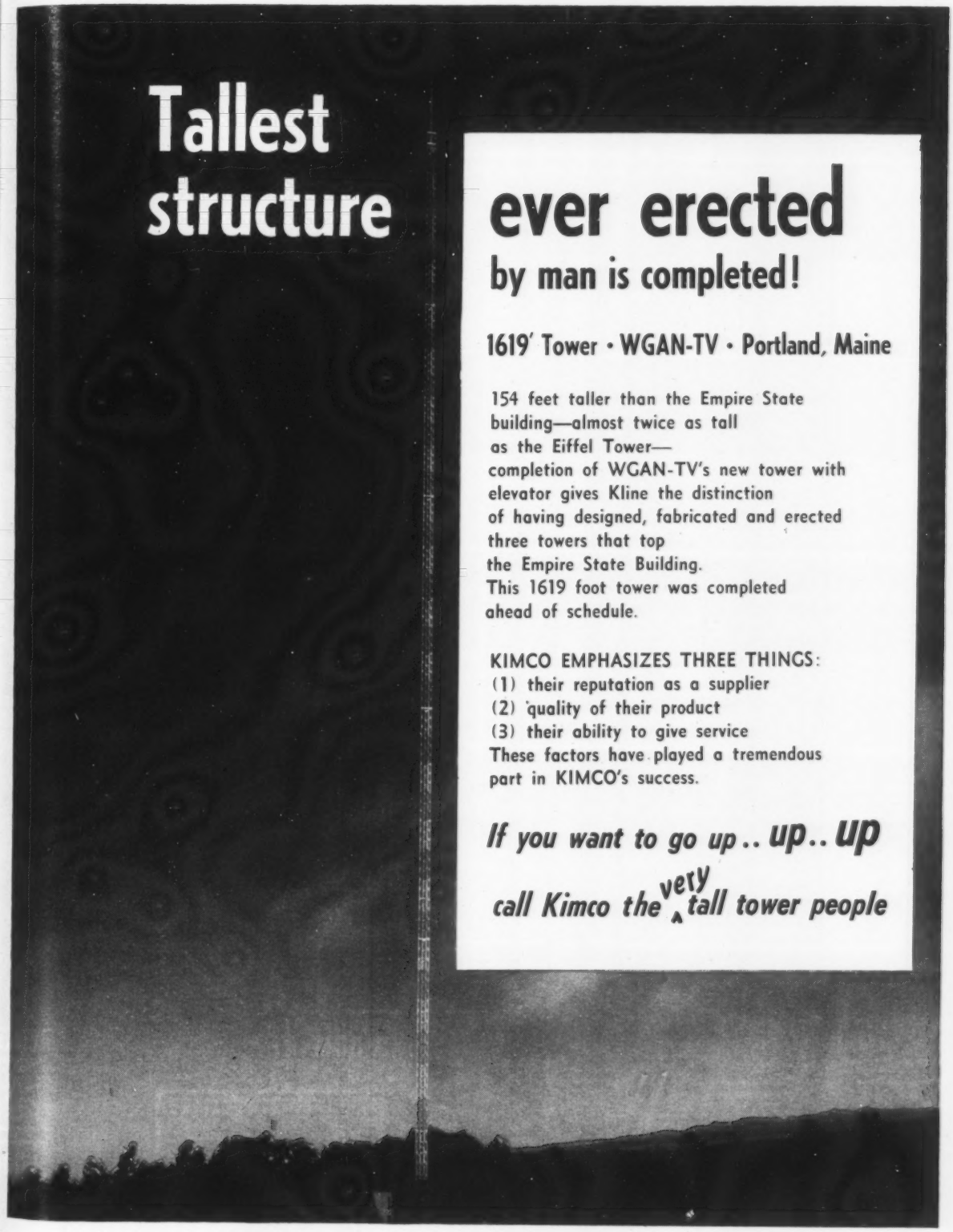
Wometco's $7 million

Gross income of Wometco Enterprises Inc. for 36 weeks ended Sept. 12, 1959 totaled $7,056,088, the company has reported. Expenses accounted for $5,987,689, leaving income before taxes of $1,068,399 and after taxes of $510,306. For same 1958 period, net income before taxes was $831,011, and after taxes $442,811. This is a 15.2% increase of net income after taxes over the same 1958 period.

Report also showed that 24.9% of net income had been paid in dividends to Class A stockholders, and 13.8% to Class B stockholders. Remainder was retained in the business.

A regular quarterly dividend of 17½¢ on Class A stock and 6½¢ per share on Class B stock was declared Oct. 19. Payment will be made Dec. 15 to stockholders of record Dec. 1.

Wometco Enterprises owns WTVJ (TV) Miami, WLOS-AM-FM-TV Asheville, N.C.; and 20% of WFGA-TV Jacksonville, Fla. It also owns motion picture theatres in Miami, West Palm Beach and Tampa and food-vending, cigarette, soft drink and confection machines in South Florida. The company's stock is publicly held.



ever erected
by man is completed!

1619' Tower • WGAN-TV • Portland, Maine

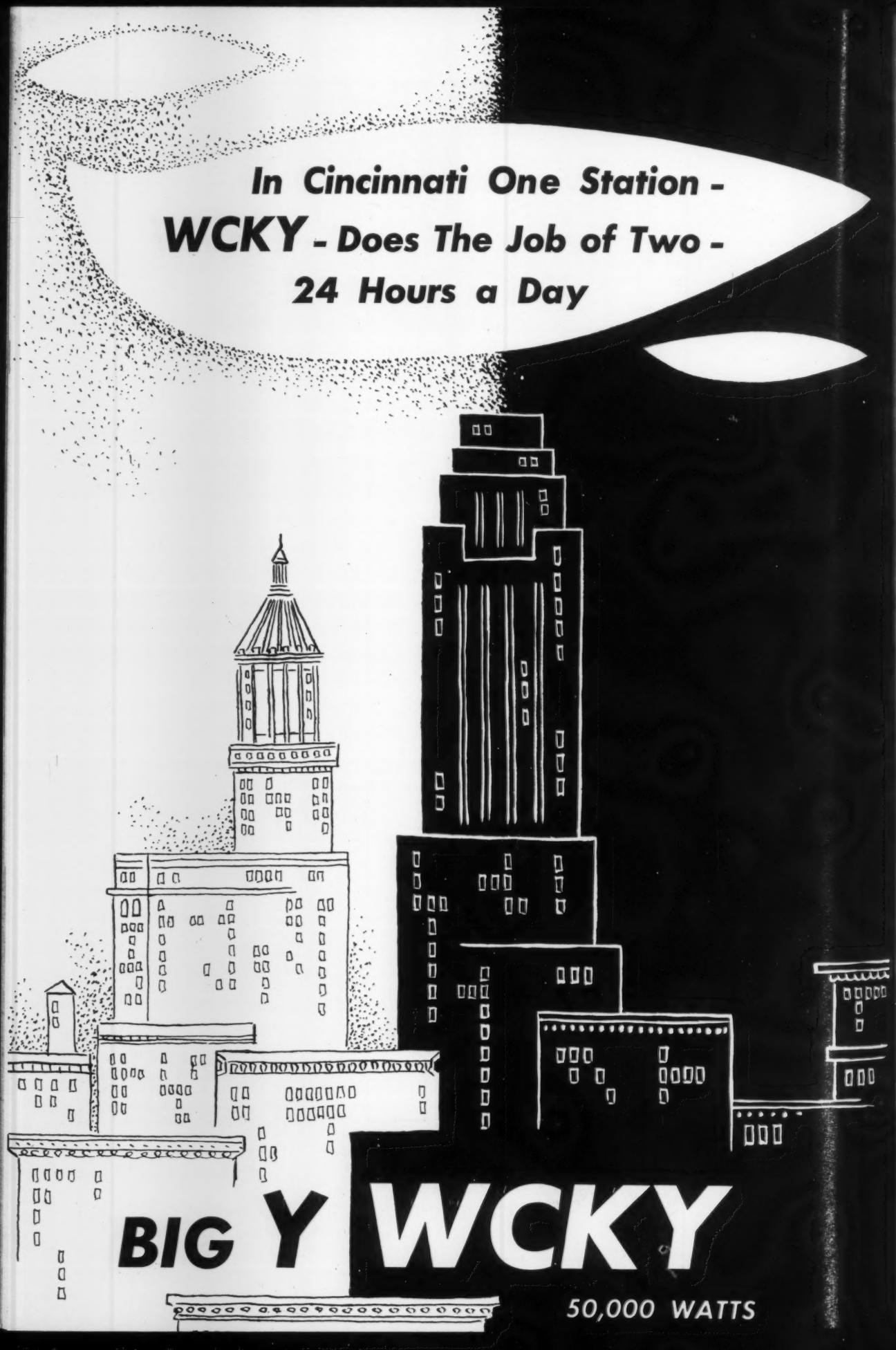
154 feet taller than the Empire State building—almost twice as tall as the Eiffel Tower—completion of WGAN-TV's new tower with elevator gives Kline the distinction of having designed, fabricated and erected three towers that top the Empire State Building. This 1619 foot tower was completed ahead of schedule.

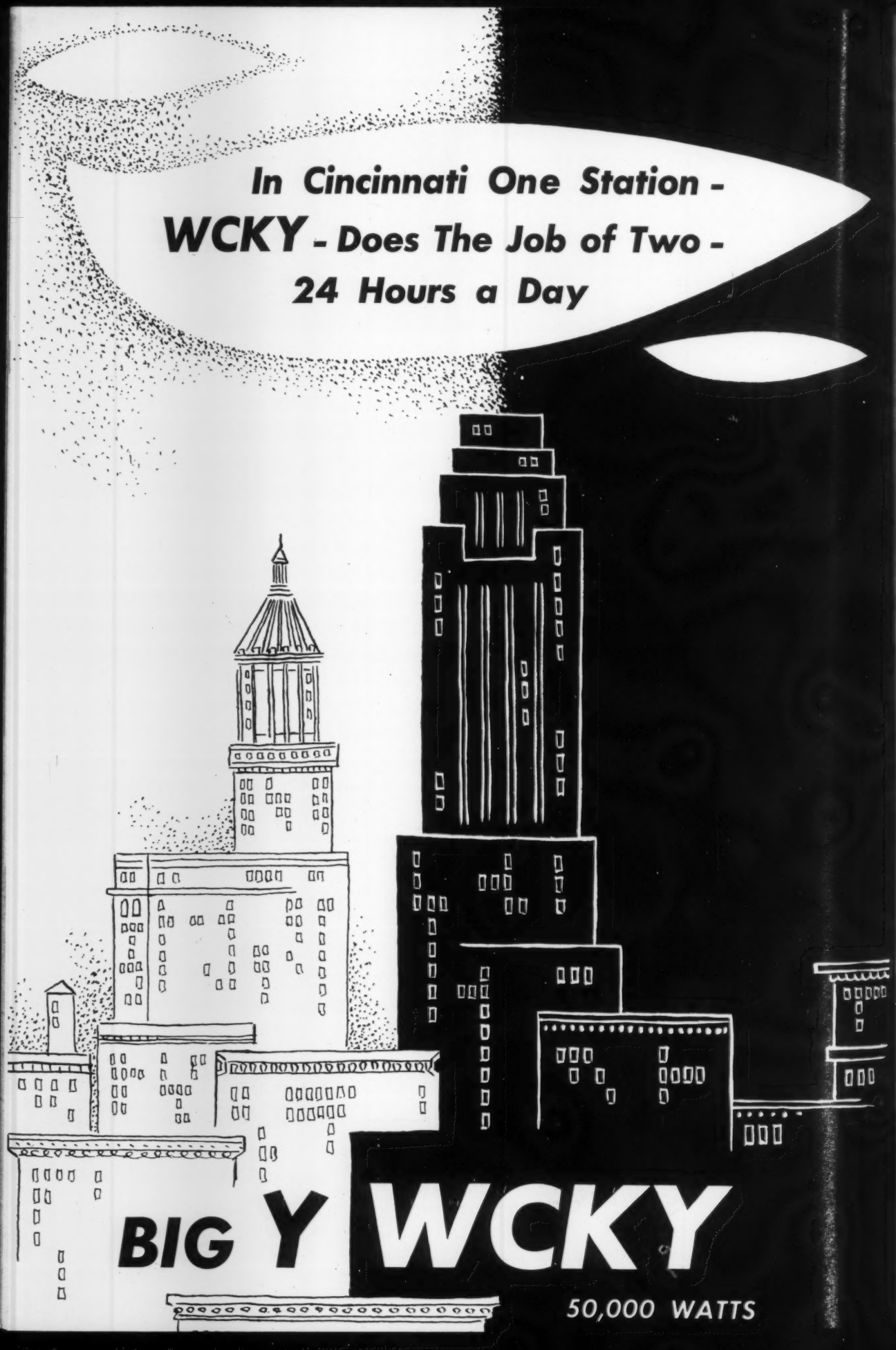
KIMCO EMPHASIZES THREE THINGS:
(1) their reputation as a supplier
(2) quality of their product
(3) their ability to give service
These factors have played a tremendous part in KIMCO's success.

If you want to go up .. up .. up

call Kimco the very tall tower people

KLINE IRON & STEEL CO.
KIMCO TOWERS FOR THE BROADCASTING INDUSTRY
Dept. T. P. O. Box 1013, Phone ALpine 4-0301 Columbia, S. C.


In Cincinnati One Station -
WCKY - Does The Job of Two -
24 Hours a Day
BIG Y WCKY
50,000 WATTS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DAYTIME
NUMBER ONE IN
METROPOLITAN
AUDIENCE*
Mon.-Fri.—6:00 AM-6:00 PM
Average 4.7 rating

NITETIME
THE LARGEST
NIGHTLY AUDIENCE
OF ANY STATION
IN THE NATION
OUTSIDE OF 3 N. Y. CITY
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476,150 Homes Nightly
CPM—8.4c

*April-May '59 Nielsen
**NCS #2

ASK TV SET TAX
USIA official says $1 levy would aid etv

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Earlier in the discussion, Mr. Reagan had asserted that from the agency viewpoint, tv has only one responsibility, to produce circulation for the commercial messages of the agency's clients.

"If the time ever comes when tv can't deliver that circulation, the agency is going to take the advertiser's money and put it into some other kind of advertising," he declared.

Merrill Panitt, editor, *TV Guide*, said that while advertisers and agencies and program writers and producers and directors all share in the responsibility for the kind of program fare that tv offers the viewing public, in the final analysis the tv networks must assume this responsibility. He expressed the belief that American tv, like commercial tv in England, will adopt the magazine concept. The networks, he said, will control the programs and the advertisers and agencies will limit their tv activity to producing the commercials to be broadcast between shows or program segments, with no more control over the programs themselves than they have over the editorial content of newspapers and magazines in which their advertisements appear.

Effect on Foreign Audiences • Both Mr. Panitt and Mr. Wheeler spoke of the effect of U.S. tv shows on foreign audiences, pointing out that the Russians had used them to prove that the U.S. is a warlike nation whose citizens settle all problems with their fists or with guns. If the foreign market becomes as important to tv as it is today to motion pictures, program producers must consider the tastes of foreign audiences, Mr. Wheeler said. He urged, as a matter of practical business as well as patriotism, that programs sent abroad "try to present a fair, truthful picture of Americans. It need not be a whitewash job; it can deal with conflict, but it should do so in truthful terms."

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We're SMILIN'

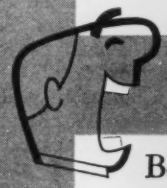
Because BOTH ARB (May 18—June 14) and NIELSEN (June 8—July 5) give CHANNEL 10 . . .

THE LARGEST OVER-ALL SHARE OF THE ROCHESTER AUDIENCE !

We're CHEERIN'

Because NIELSEN gives us **16** and ARB gives us

17 OF ROCHESTER'S 20 TOP FAVORITE TV PROGRAMS !



We're SHOUTIN'

Because our new 316 KW Maximum Power Transmitter gives us a

STRONGER VOICE THAN EVER TO REACH MORE THAN 1,000,000 WESTERN NEW YORKERS !

Basic CBS
National Representatives
WVET-TV-BOLLING CO., INC.
WHEC-TV-EVERETT McKINNEY, INC.

CHANNEL 10
WHEC-TV and WVET-TV
ROCHESTER, NEW YORK

NEWSMEN 'GLUT'
Hagerty cites growing news coverage crisis

News media face a serious challenge in covering international meetings and they're apt to increase in number rather than fall off, James C. Hagerty, White House news secretary, told the Radio-Television News Directors Assn. at its closing convention banquet in New Orleans Oct. 17 (for election of new officers, see page 107).

Mr. Hagerty accepted RTNDA's fourth annual Paul White Memorial Award "for significant contributions to news broadcasting" (CLOSED CIRCUIT, Oct. 12) and received a telegram from President Eisenhower lauding him for his "advancement of broadcast journalism." He accepted the award from Jack Krueger, WTMJ-AM-TV Milwaukee, RTNDA broad chairman.

Mr. Hagerty told RTNDA delegates "the principle of equality in news coverage is now accepted, at least in Washington." He expressed hope he had contributed to broadening of news media coverage and disagreements with various news department heads had grown "fewer." Theodore F. Koop, CBS Washington news and public affiairs chief, praised Mr. Hagerty as "the best friend radio and television news has ever had in Washington."

Coverage of top-level international meetings, such as the recent visit of Soviet Premier Nikita Khrushchev, without elements of the "three-ring circus" raise serious problems for newsmen, Mr. Hagerty said. He noted printed reports that newsmen got "in the way of themselves" and tended to throttle coverage. He reported he has received about 350 U.S. and 150 foreign requests from newsmen to cover the President's forthcoming Soviet trip, creating a transportation problem.

He commented, "It's a problem that news people will have to solve themselves." Unless it is solved, he suggested, chaos will result and "chaos" can lead only to the "weakening of our free press and of our prestige."

RTNDA Resolutions • Also at closing sessions of the convention (Oct. 14-17), RTNDA adopted resolutions (1) scoring FCC for applying "extraneous standards to arrive at judgments on questions which relate exclusively to our medium" (an apparent reference to FCC Chairman John C. Doerfer's RTNDA talk on growing pressure for program controls); (2) expressing regret over the practices of some radio-tv stations "which appear to have mistaken the presentation of news for vaudeville" (the use of artificial or sensational techniques which "misrepresent" or "distort" facts and detract

Display-maker hits market first with Air Express

How do you get chic new mannequins like this to stores on time for high-fashion displays? Zaria Displays ships them the fast, convenient way . . . by AIR EXPRESS direct from warehouse to store window! Zaria knows that "kid-glove" AIR EXPRESS handling makes elaborate packaging unnecessary. The market for your products too—parts, perishables, valuable papers or brand-new lines—is only a phone call away. And you can ship the whole country over at low cost. AIR EXPRESS assumes all responsibility door-to-door. Naturally more businesses than ever that think FAST . . . think AIR EXPRESS first!

AIR EXPRESS

Ike gives 'The Word' • In observation of National Bible Week (Oct. 19-25), President Eisenhower receives the Honorary Co-Chairmen in his office at the White House. Receiving the official Bible Week proclamation signed by the President are (l. to r.) H.E. Humphreys Jr., executive chairman of National Bible Week; ABC-TV star Pat Boone; and Arthur Hull Hayes, president of CBS Radio. Mr. Hayes served as national chairman for radio, and Mr. Boone for tv.

from the profession); (3) deploring the practice of newsmen reading commercial copy on the air as detracting from the individual journalist's dignity, prestige and position as "objective presenter of the news," and (4) deploring and condemning the practice of "certain commercial organizations" which exploit news prestige by identifying it with their manufactured products.

Canadian delegates postponed action for at least a year on proposals to create a separate Canadian affiliate organization under the tent of the international RTNDA.

CBS-TV affiliates meeting this week

A routine meeting with no obvious fireworks on the agenda is slated this week for the CBS-TV network Affiliates Assn.'s board of directors and top officials of the network. The annual fall meeting is at Del Monte Lodge, Pebble Beach, Calif., and was scheduled to start (Oct. 25) and continue through Wednesday.

Network authorities, who will be guests of the station group, indicated their presentations would cover programming, sales, advertising and promotion but that they contain "no startling news." A bid for better clearance for network programs, standard at most network-affiliates meetings, and for stronger station support in such areas as promotion and public relations are expected to be included.

Election • The affiliates board will meet separately in advance of the sessions with CBS-TV officials. A new chairman is to be elected to succeed C. Howard Lane, KOIN-TV Portland, Ore., who after three terms is not eligible for re-election.

Affiliates scheduled to attend include Mr. Lane: Richard Borel, WBNS-TV Columbus, board secretary; J. C. Kellam, KTBC-TV Austin, Tex.; William B. Quarton, WMT-TV Cedar Rapids, Iowa; James D. Russell, KKTV-TV Colorado Springs; Clyde Rembert, KRLD-TV Dallas; F. E. Busby, WTVY-TV Dothan, Ala.; A. J. Bauer, WINK-TV, Fort Myers, Fla.; Rex G. Howell, KREX-TV, Grand Junction, Colo., T. B. Lanford, WJTV (TV) Jackson, Miss.; Glenn Marshall Jr., WJXT(TV) Jacksonville, Fla.; Art Mosby, KMSO-TV Missoula, Mont.; Tom Chauncey, KOOL-TV Phoenix; Leslie C. Johnson, WHBF-TV Rock Island, Ill.; George A. Whitney, KFMB-TV, San Diego, and Paul Adanti, WHEN-TV Syracuse.

CBS Inc. vice president Richard S. Salant and the following network officials were slated to attend: President Louis G. Cowan and executive vice president James T. Aubrey Jr.; George Bristol, operations director, advertising and sales promotion; Gordon F. Hayes, national manager, affiliate relations; William H. Hylan, sales administration vice president; Oscar Katz, network programs vice president; William B. Lodge, affiliate relations and engineering vice president; Charles S. Steinberg, information services vice president; Carl S. Ward, vice president and affiliate relations director; Robert Wood, contracts and records manager, affiliate relations.

Storer Broadcasting lists $1.45 per share

Multiple station owner Storer Broadcasting Co. last week reported earnings of $1.45 per share for the first nine months of 1959. This compares with the 11 cents a share for the corresponding period of 1958.

Net profits, after taxes, for the nine months were $3,580,268, Storer reported, compared to $264,782 for the same period last year. Revenues from radio and tv were not reported individually, but Storer said tv revenue increased 8.9% and radio 11.6% for the nine-month period ending Sept. 30. Net profit after taxes for the third quarter of 1959 amounted to $865,719, compared to a loss of $1,464,838 for the July-September period last year.

Storer blamed the small profits in 1958 on the unsuccessful operation of WVUE-TV Wilmington, Del., which has subsequently been relinquished. Storer stations include WJBK-AM-TV Detroit, WJW-AM-TV Cleveland, WSPD-AM-TV Toledo, WITI (TV) Milwaukee, WAGA-TV Atlanta, WIBG Philadelphia, KPOP Los Angeles, WWVA Wheeling and WGBS Miami.

WABG-TV goes on air

WABG-TV Greenwood, Miss., began operations on ch. 6 last Tuesday (Oct. 20) according to Cy N. Bahakel, president of the licensee, Greenwood Broadcasting Co.

Affiliated with CBS-TV, WABG-TV is represented by Weed Television Corp., New York.

Other Bahakel stations are: WABG Greenwood; WRIS Roanoke, Va.; WKOZ Kosciusko, Miss.; WKIN Kingsport, Tenn.; WWOD-AM-FM Lynchburg, Va.; WLBJ-AM-FM Bowling Green, Ky., and KXEL Waterloo, Iowa.

'Spanish' network

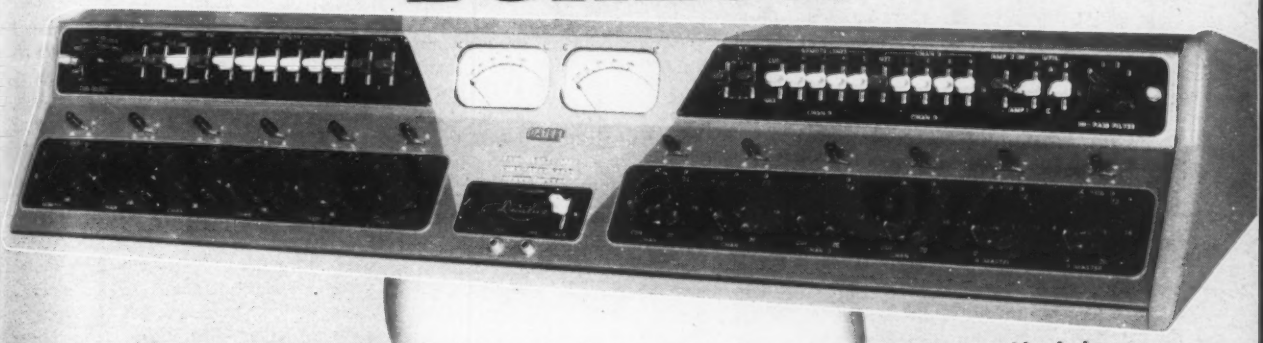
Harlan G. Oakes & Assoc. has formed a group of stations to offer advertisers coverage of the Spanish-speaking segment of Southern California. Stations: KALI Pasadena, KCKC San Bernadino, XED Mexicali and XEXX Tijuana. The group, covering more than 1 million Spanish-speaking listeners, will be offered at a group rate set up under one contract and one billing.

"... On Cloud 9 ... Conversing with Palamedes"

about the

GATES

DUALUX



the finest dual channel control console available

Joe: "You know, I bet the ad boys at Gates have a tough time advertising that product."

Bill: "What is it?"

Joe: "The **it** you so casually referred to is our new Gates Dualux Console."

Bill: "Why would **it**, pardon me, why would the **Dualux** be so difficult to advertise?"

Joe: "The Dualux is one of those products that's so great you want to shout its praises from the tower tops. If they wrote that **this is truly a magnificent console, with an exquisite design, superlative performance and multitude of exclusive features to delight even the most critical engineer,** you'd think they were on Cloud 9, conversing with Palamedes."

Bill: "Who's Palamedes?"

Joe: "Never mind, you know what I mean."

Bill: "Yeah, I know . . . you get carried away just thinking about it . . . hard to find the right words. Why don't they just say that the Dualux is the finest dual channel audio control console ever built, and that every broadcast station, large or small, should have one."

Joe: "That makes sense."

Note:

For those who care, Palamedes was famous in Greek mythology for his wisdom, a characteristic found in each of the hundreds of present users of the Dualux.

HARRIS INTERTYPE CORPORATION

GATES RADIO COMPANY

Subsidiary of Harris-Intertype Corporation

QUINCY, ILLINOIS

Offices in: HOUSTON, WASHINGTON, D.C.

International division: 13 EAST 40th STREET, NEW YORK CITY

In Canada: CANADIAN MARCONI COMPAN

Zeckendorf to renew bid for WJAR-AM-TV?

As far as a majority of the current stockholders are concerned, the $12.5 million sale of the Outlet Co., including WJAR-AM-TV Providence, R.I., to William Zeckendorf is off. However, the prospective purchaser may take further court actions in his efforts to purchase the Providence stations and department store (BROADCASTING, Oct. 19).

Immediately after a Rhode Island court ruled that the 91065 Corp. (Mr. Zeckendorf's firm) was not a party in interest in a suit between Joseph Sinclair and trustees of his grandfather's estate (present WJAR-AM-TV owner), formal notification of termination of the sales contract was sent to 91065 Corp. Also notified was the bank which, as escrow agent, holds $1 million option money for the purchase of 90% of the Outlet Co. stock.

Sales Contract • The trustees maintain that the sales contract expired July 21, including an extension agreed upon last January. Mr. Sinclair, general manager of the stations, sought to block the sale on the grounds he could have gotten a better offer than Mr. Zeckendorf's of $120 per share. Mr. Sinclair also is chief beneficiary of trusts which total 33% of the Outlet stock.

Attorneys for Mr. Zeckendorf said they "have under consideration" plans to appeal the court's decision and might also institute a new suit in behalf of 91065 Corp. They acknowledged receiving notice of the contract termination.

Cite need for more civil defense facts

There is a "crying need" among broadcasters for information about civil defense, Howard H. Bell, NAB assistant to the president in charge of joint affairs, told a public affairs seminar in Washington last week.

Addressing the meeting sponsored by Region 2 members of the Office of Civil & Defense Mobilization and the International Assn. of Public Information Officers for Civil Defense, Mr. Bell cited a long list of broadcaster complaints about lack of cooperation by civil defense people—mostly on the local level—in carrying out emergency operations during Conelrad exercises, and before and after the elerts.

Defending the usefulness of Conelrad, Mr. Bell said the Air Force points out that the system is not outmoded, even should there be guided missile warfare. To arguments that Conelrad broadcasts do not reach enough people, he said the FCC reports that intelligible radio service reached 90% of the U.S. population during the operational alert last April 17. Thus the millions spent by participating broadcasters have been justified he said.

Liaison • Emphasizing that liaison between civil defense officials and broadcasters should be a "partnership," Mr. Bell said that radio and tv "must know state and local plans for an emergency" and that there must be a single government source of authority, with adequate authentication, to furnish information for broadcasts.

Mr. Bell quoted a Texas broadcaster as saying the civil defense unit should "relieve" the broadcaster of the necessity of contacting a dozen different government agencies to secure or verify information. Another, from Kentucky, said CD people should "take a long look at themselves and if they find a genuine excuse for existence, then let them tell us what, when, and how."

A Virginia station operator said he never learned of local civil defense meetings until he was asked to publicize them when they were over. Another from Connecticut criticized what he felt were inferior technical broadcast practices by CD people during the last Conelrad test. From Maryland, a broadcaster said little preparation has been made about material to be broadcast and who would broadcast it during the first warnings, before tv and fm outlets leave the air, and during the emergency, when Conelrad ams are on 640 and 1240 kc.

A West Virginia station operator said there is confusion among local civil defense people and discouragement over lack of interest in Conelrad. He wanted to know what non-Conelrad stations should do in an alert or an attack. One Pennsylvania broadcaster felt local CD officials are not aggressive and said his station has to "plead with them to do what is within their own realm." Another felt there is no workable plan for radio and tv with which the public is familiar.

Mr. Bell asked assistance in helping stations which participate in Conelrad to obtain emergency generating equipment.

• Media notes

Storz scholarships • Five Storz stations have announced the establishment of a scholarship fund in each of their cities to deserving students. Also to be awarded are scholastic medals and a cash award to the most outstanding high school student. The five Storz stations are WDGY Minneapolis, WTIX New Orleans, WQAM Miami, Fla., and KOMA Oklahoma City.

WBIC commences • WBIC Bayshore, Long Island, N.Y., started operating Oct. 16. The station is on 540 kc with 250 w.

Joins NBC • WBCK Battle Creek, Mich., affiliated with NBC Radio, on Oct. 17. The Michigan Broadcasting Co. owned and operated station operates full time with 1 kw on 930 kc. Eugene Cahill is general manager.

WTRU fulltime • WTRU Muskegon, Mich., starts broadcasting round-the-clock Monday (Nov. 2).

"Ill advised" • Television Bureau of Advertising in a letter to Sec. of Agriculture Ezra Benson said it seemed "ill advised" for the Dept. of Agriculture to publish a recent study revealing that "newspapers are the best medium for food advertising and for marketing information on food (BROADCASTING, Oct. 19).

"These findings," TVB notes, "are contrary to previous surveys and information available and we believe are likely to mislead." Enclosed with the letter were copies of 1958 expenditures made by national advertisers, showing their combined expenditures in tv surpassed investments in all other media.

New firm • Sherman Gregory, formerly with ABC Films Inc., Triangle Stations and *Tv Guide*, has formed Pictafilm Inc., New York, to produce tv commercials-slides.

Mr. Gregory reports that the company is producing commercials by a process patented by a Canadian firm that saves 50% in production time. Pictafilm is at 14 W. 45th St., New York 36. Telephone: Murray Hill 2-0773. Canadian office, 4 Albert St., Toronto.

WNEM-TV telethon • WNEM-TV Bay City, Mich., raised $92,000 in a March of Dimes telethon. The figure is expected to reach up to $105,000 when all the pledges come in. The appeal for funds for polio ran from 11 p.m. Sept. 19 through 5:30 p.m. Sept. 20.

Training broadcasters • Future Broadcasters of America, Valley City, N.D., met concurrently with the state broadcasters' association Sept. 25-26. The organization, helped by KOVC Valley City staffers, runs a radio station (covering the block from which it operates) for training members in broadcasting techniques.

Smoky bear award • The golden Smoky Bear statuette, fifth to be awarded in the history of forest fire prevention, has been presented to

MONY for school

MONY has long believed that education shouldn't stop at the office door. And so, in 1943, we inaugurated our "Educational Refund Plan." Since then, almost 1,000 MONY men and women have taken a wide variety of courses at schools and colleges for self-improvement in their insurance careers. A number of these MONY students have even earned graduate degrees.

The plan works simply, and any member of the MONY family is eligible. First, he discusses his educational objectives and obtains approval from the Company. Then, upon evidence of his completing and passing the course, MONY refunds 100% of all his registration and examination fees, plus 50% of his tuition and related expenses.

By offering this encouragement and financial assistance to employees, we increase their opportunities to improve their position and future with MONY. In turn, it enables them to provide continually improving service to our policyholders.

MUTUAL OF NEW YORK

The Mutual Life Insurance Company Of New York, New York, N. Y.

Sales and service offices located throughout the United States and in Canada

For Life, Accident & Sickness, Group Insurance, Pension Plans, **MONY** TODAY MEANS **MONEY** TOMORROW!

NAB for the broadcasting industry's $100 million contribution in time and talent since 1942. Howard H. Bell, NAB assistant to the president, accepted the award at Stowe, Vt., from Dr. Richard E. McArdle, chief of the U.S. Forest Service, and Fred H. Claridge, president of Assn. of State Foresters. The two groups cooperate with the Advertising Council in the Smoky Bear Forest Fire Prevention Program.

Forward Group • Lee P. Loomis, owner of Lee newspapers and the Forward Group of radio and tv stations (formerly known as Lee stations), has announced that headquarters for broadcasting activities will remain in Mason City, Iowa. Erroneous earlier reports had indicated that operation would be moved to Davenport, Iowa, under the direction of David W. Gottlieb (FATES & FORTUNES, Oct. 5). Mr. Loomis says that the Forward Group will continue under Herbert R. Ohrt, vice president and executive officer of group. Forward Group stations are KGLO-AM-FM-TV Mason City; KHQA-TV Hannibal, Mo.; WTAD-AM-FM Quincy, Ill., and WMTV (TV) Madison, Wis.

RAB takes big step toward own building

RAB's long-standing dream of owning its own building has moved one step closer. Its executive committee has created a building committee, which is expected to have a report ready for the Dec. 2 board meeting.

Weston C. Pullen Jr., Time Inc. broadcasting vice president who also is management overseer of $70 million Time-Life Building now nearing completion in New York, was named head of the building committee. Elroy McCaw, WINS New York, was appointed vice chairman. Board Chairman Allen M. Woodall, WDAK Columbus, Ga., said "our objective is to acquire an important and functional asset by making use of money now expended in rent." The announcement said it would be a "dramatically modern building" and "bright new status symbol for radio." Whether RAB will build or buy is one question facing the new committee.

Other actions: (1) finance committee heard President Kevin Sweeney report that RAB is now operating with more than $1.1 million annual income, with membership at 1,070 and expected to reach 1,125 by end of year; (2) executive committee approved a Sweeney proposal that the national radio advertising clinic, normally held in fall, be moved to about mid-February because research showed this time of year most convenient for agency executives. The exact February date is not yet set.

• Rep appointments

• WKYW Lousiville, Ky.: Broadcast Time Sales, N.Y.

• WSIX-AM-TV Nashville, Tenn.: Peters, Griffin, Woodward Inc., N.Y., exclusive national representatives.

• WIDE Biddeford, Me.: Walker-Rawalt Inc.

• KPIG Cedar Rapids, Iowa: Everett-McKinney Inc., N.Y.

• WPBN-TV Traverse City and WTOM-TV Lansing, both Michigan: Venard, Rintoul & McConnell, N.Y.

• Paul Bunyan Radio Group (WTCM Traverse City, WATT Cadillac, WATZ Alpena, WMBN Petoskey, WATC Gaylord, all Michigan) and Paul Bunyan Television Network (WPBN [TV] Traverse City, WTOM [TV] Cheboygan, both Michigan): Venard, Rintoul & McConnell Inc., N.Y., for national representation. Elisabeth M. Beckjorden, N.Y., continues as station, network and personal representative for both Paul Bunyan groups.

• KLMS Lincoln, Neb.: Morton Lowenstein Philadelphia Spot-Sales, Phila., for Philadelphia. (Burn-Smith Co., N.Y., represents KLMS in markets other than Philadelphia.)

• KALI San Gabriel, Calif.: Harlan Oakes &Assoc., S.F., for San Francisco.

• KPOP Los Angeles: Peters, Griffin & Woodward.

• KYOS Merced, Calif.: B-N-B Inc. Time Sales as West Coast sales representative.

• KCUB Tucson, Ariz.: The Meeker Co. as national representative.

• KOSI Denver: Daren F. McGavren Co., N.Y.

• KVET Austin, Tex.: Venard, Rintoul & McConnell, N.Y.

• KNDO (TV) Yakima, Wash.: Weed Television Corp.

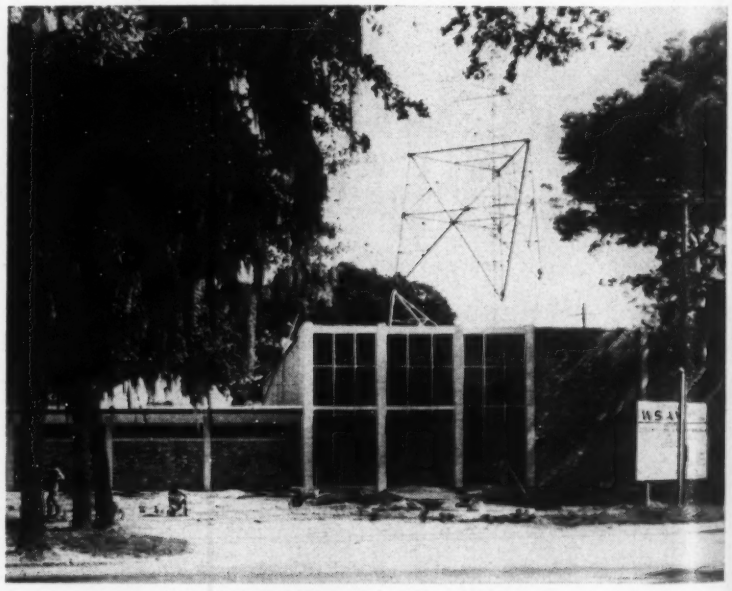
• KFFM (FM) Tucson, Ariz.: Good Music Broadcasters Inc., N.Y.

• KWKY (formerly KWDW) Des Moines: Robert E. Eastman & Co., N.Y.

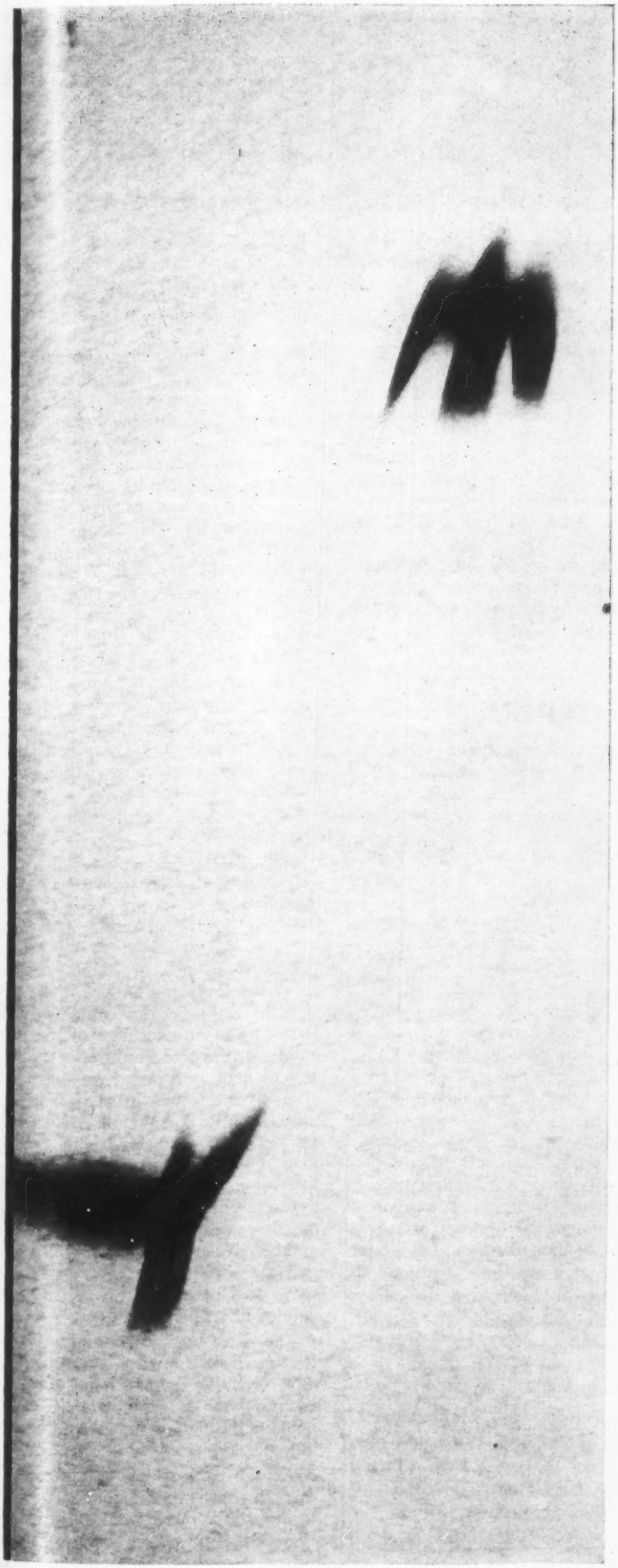
• WCOV-TV Montgomery, Ala.: Venard Rintoul & McConnell Inc., N.Y.

• WRFM (FM) New York: Good Music Broadcasters Inc., N.Y.

• KDWB Minneapolis-St. Paul and KTHT Houston: Avery-Knodel Inc., N.Y.



New WSAV building • WSAV-AM-TV Savannah, Ga., owners are putting the finishing touches to their $1 million Broadcasting Center. The RCA equipment in the structure will give the ch. 3 facility three times more power. A new 521-ft. tower is immediately behind the building. The building has a 40 x 82 ft. tv studio, an auxiliary tv studio (with gas and electric kitchens) and a film laboratory. Offices and tv facilities are on the ground floor. Radio is on the second floor.



The shape of flight

The shapes of things that fly have always been determined by the materials they are made of. Feathers form wings that are basically alike for all birds—and membrane forms an entirely different wing for insects. It takes thousands of years, but nature improves its materials and shapes, just as technology improves the materials and shapes of aircraft. But here, the improvements in materials are so rapid that designs become obsolete almost as soon as they are functional.

Today, our aeronautical designers and missile experts work with types of materials that didn't exist just a few short years ago. Steels are probably the most important examples: United States Steel has just developed *five* new types of steel for the missile program. They are called "exotic" steels because they have the almost unbelievable qualities necessary for unearthly flights.

The shape and the success of our space birds depend on steel.

USS is a registered trademark

USS **United States Steel**

HOLLYWOOD IN A TELEVISION BOOM

Some new statistics measure the enormous impact that tv has had on the movie capital—and the impact of the movie capital on tv

Ten years ago the director of publicity of Metro-Goldwyn-Mayer circulated an order to his staff. In accord with the popular feeling among movie makers at the time, the publicity chief directed that from that day on the word "television" was never to appear in an MGM release.

Last week 10 television program series were in production on the MGM lot.

The tv transformation at MGM is typical of what has happened to the film capital in the television era. Feared a decade ago as a rapacious monster that would kill the movie industry and all its jobs, television has become Hollywood's main economic prop. Today there are more people working in film production and distribution in the Hollywood area than there were in 1949. For most of them the work comes from television.

According to data compiled for BROADCASTING by the division of Labor Statistics and Research of the California Dept. of Industrial Relations, there were 21,100 wage and salary workers in film production and distribution in 1949 in the general Hollywood area. Last year, 1958, the total was 22,200 (See table B on facing page.)

These figures are based on payments made by employers into the state unemployment fund. They are accurate within limitations described below, but they do not reflect the true dimensions of job expansion created by tv.

Included in the "wage and salary workers" category are actors, directors, cameramen, musicians, projectionists, screen writers and office employes, as well as such production workers as carpenters, costumers, electrical workers, painters, property craftsmen, set erectors, film technicians, etc., employed at "establishments primarily engaged in the production and distribution of motion pictures." These include companies making motion pictures for use on tv as well as in theatres, according to Maurice L. Gershenson, chief of the Division of Labor Statistics and Research.

Allied Fields Excluded • The total number of workers in motion pictures does not, however, cover organizations allied to, but independent of, motion picture production, such as casting bureaus, film processing, editing and titling firms and the like. Also excluded are commercially operated motion picture theatres.

One might conclude, in comparing Tables A and B, that employment in film production has remained relatively stationary during the past 10 years, with the growth in the production of tv films offsetting the fall-off in theatrical picture output. But to do this would be to overlook one very important fact, according to an executive of the Assn. of Motion Picture Producers. The state employment statistics, he pointed out, cover everyone who worked in picture production during the year, even if he worked only a single day or less. As long as he was employed, his employer had to make a payment for him into the state unemployment fund. So, while the figures are accurate as to the total number of persons who worked in motion pictures during any given year, they do not necessarily reflect total employment in the industry.

The extra who worked one day and the secretary who worked a regular five-day week throughout the full 52 are each only a single unit in Table B, with neither more important than the other.

Actually, the AMPP spokesman said, there is much more employment at the studios than there was 10 years ago; that is, the individual employe is work-

CASE HISTORY IN A CAPSULE

The mutation of movie maker into television empire is nowhere more clearly to be seen than in the history of Columbia Pictures and its tv subsidiary, Screen Gems.

In 1949, while the movies were suffering a postwar depression and television was quadrupling its circulation to nearly 4 million tv homes, Columbia decided to move into the new medium. It established Screen Gems.

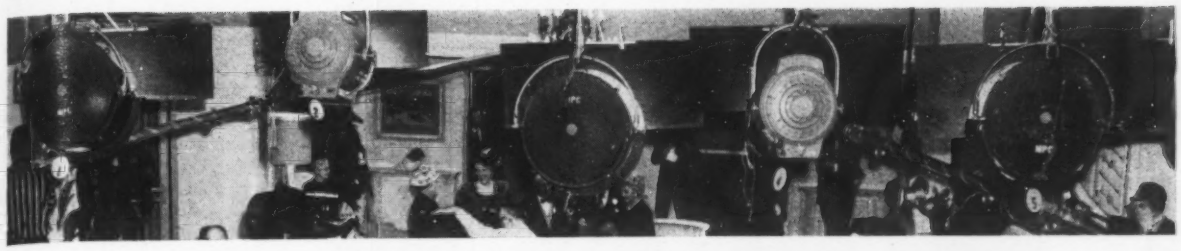
At that time the FCC had frozen the tv system, and Screen Gems concentrated on making commercials, for which there was an immediate market. Program development could await the lifting of the freeze.

In the next two years the company made 200 commercials for such clients as American Tobacco and Hamilton watches. In 1951 Screen Gems went into program production—seven half-hours for duPont's *Cavalcade of America*.

Program Breakthrough • In the spring of 1952 Screen Gems sold Ford and its agency, J. Walter Thompson, a half-hour anthology series featuring Hollywood stars not previously seen on tv. The cost was to be $30,000 a unit. At the time that price was considered exorbitant, even for a network showcase series. With tv starting on post-freeze expansion, Screen Gems adapted the movie technique of budgeting a feature at more than its first-run domestic distribution could bring in, counting on re-issues and foreign distribution to make the profit. Screen Gems agreed to sell Ford the series for $20,000 a show and gamble on getting the other $10,000 plus more from residuals in re-run syndication.

The Ford series put Screen Gems into all phases of tv film programming and into tv syndication. Reruns of the first *Ford Theatre* are still being shown throughout the world.

This season Screen Gems has 10 first-run shows on networks and four in national syndication plus some 20 series in various re-run situations. Its several libraries of feature films contain thousands of pictures, many of the more attractive being from the backlog of the parent company, Columbia. It has revived its original activity in production of commercials—now on film or videotape as the customer requires. And it's going into station ownership. Its first purchase—of KDYL-AM-FM and KTVT (TV) Salt Lake City from Time Inc.—awaits FCC approval.



HOW HOLLYWOOD HAS SWUNG TO TELEVISION

While movie-making has declined . . . (Table A)

Year	Number of Theatre Movies Produced*
1949	361
1950	379
1951	369
1952	317
1953	290
1954	232
1955	241
1956	254
1957	285
1958	218
1959	220**

*Domestic productions for theatrical use approved by Production Code Administration, which includes almost all U.S.-produced pictures.
**Estimated.

. . . Film employment has grown bigger . . . (Table B)

Year	Workers in Film Production and Distribution*
1949	21,100
1950	21,300
1951	23,400
1952	23,700
1953	19,700
1954	21,300
1955	23,900
1956	24,000
1957	23,900
1958	22,200

*Includes actors, directors, cameramen, musicians, projectionists, screen writers, office employes, etc., as well as production employes in production and distribution of motion pictures for theatrical and television use.

. . . And film workers' wages have increased year by year (Table C)

Year	Average weekly earnings	Average hourly earnings	Average hours per week
1950	$100.70	$2.45	41.1
1951	104.11	2.50	41.6
1952	112.94	2.72	41.5
1953	114.37	2.79	41.1
1954	124.70	2.96	42.1
1955	126.73	2.94	43.1
1956	125.47	3.12	40.2
1957	129.12	3.23	40.0
1958	140.24	3.48	40.3

Source for Tables B and C: Division of Labor Statistics and Research, California State Dept. of Industrial Relations.

Note: Information in Tables B and C covers employment in Los Angeles and Orange counties, the metropolitan area in which the center of film activity is located.

Tables B and C are for a nine year period, while Table A is for 11 years due to estimate for 1959.

ing many more days per year now than then. And, he stated, the extra work is in films for tv.

Unions Love That Tv • The motion picture crafts unions also credit tv with providing increased employment for their members. John W. Lehners, business representative of the Motion Picture Film Editors (IATSE Local 776), reported that the majority of employment for his members, "at least 70%," now comes from tv films. The more rapid tempo of tv film production, compared to that of theatrical pictures, calls for more editors, he said. For example, he noted that Revue Productions employs more film editors than any of the major picture producers—100 at Revue to 85-90 at the biggest motion picture studio. "And a lot of them are working on tv films there, as well as on features," he added.

Local 776's membership has increased from 600-700 in the late 1940s to 1,600-1,700 today, Mr. Lehners stated. The rise began in 1951-52, he said, noting that this corresponded with the beginning of tv film production on a major scale.

Tv also is providing the most work for sound editors, according to a spokesman for the International Sound Technicians (IATSE Local 695), who said that "at least 60% and probably two-thirds of our work comes from tv." Virtually all of the local's 1,000 members are working these days, he stated, compared to a few years back when there was work for only about 700 or so.

The 1,100 members of the Screen Directors Guild of America are getting approximately two-thirds of their work from television, according to Joseph Youngerman, executive secretary. SDG has acquired some 300 new members in the past seven or eight years, he said, crediting the increase almost totally to tv. "They don't use as many directors in feature pictures as in television," he commented.

Writers Double Ranks • Of the 1,033 members of Writers Guild of America, West, who are active in motion pictures and radio-tv, 711 are active in the broadcast field to 515 who are writing for motion pictures, WGA reports. Some individuals work in both fields and so belong to both the screen writers and the radio-tv branches of WGAW. The overlap accounts for the active lists of the two branches exceeding their total combined membership. To be active, a writer must accumulate 24 credit points in a two-year period, equal to writing two theatrical motion pictures. WGAW membership has doubled in the past decade and is now divided about 50-50 between screen writers

and those engaged in writing for tv and radio (chiefly for tv and largely for tv films), the guild said.

No comparable figures for actors were obtainable. Screen Actors Guild said it had no data on the number of its members employed in either tv films or theatrical pictures. An SAG executive, however, did confirm as "reasonably accurate" an estimate that this year its 12,000 members will have aggregate earnings of about $66 million, divided about half and half between work on theatrical motion pictures and films for tv. The $33 million tv total, it is estimated, is split between entertainment programs and commercials on approximately a two-to-one ratio, $22 million for work on programs and $11 million for work on commercials. Both figures include residuals as well as original payment.

Pre-television, the total payment to actors in motion pictures averaged about $30-$35 million a year, or about the same as the estimated total from movie work for 1959. The $33 million from tv, therefore, is new money for the screen actors, which persumably would not have been there if television had not entered the field of entertainment.

For production workers in motion pictures, including films for tv, California labor statistics show average weekly earnings have risen from $97.60 in 1949 to $140.24 in 1958. The average hours worked per week were the same for both years, 40.3. The average hourly earnings have increased from $2.42 in 1959 to $3.48 last year (See Table C). Inflation doubtless accounts for some of the dollar increases, both for production workers and actors. The significant figures here are that more individuals (Table B) worked the same average hours in 1958 as in 1949, although the domestic production of theatrical feature pictures, made chiefly in Hollywood, declined by more than one-third during the 10-year interval (Table A). Tv is obviously the explanation.

The Desilu Story • Probably the most dramatic example of the shift in Hollywood employment from theatrical pictures to tv films is offered by Desilu. Ten years ago the Motion Picture Center, RKO-Gower and RKO-Culver City studios were devoted to producing movies for showing at movie theatres. Today these same properties, renamed Desilu-Cahuenga, Desilu-Gower and Desilu-Culver City, are being used for the production of 11 half-hour and two hour-long tv programs, these 13 shows accounting for 7½ hours of network or syndication time a week. The gross income which Desilu will derive from this activity during the current tv season "will not be less than $23.5 million," President Desi Arnaz told the company's stockholders last summer (BROADCASTING, July 27). More than 1,500 employes are kept busy at the three Desilu studios.

Four Star Television has seven production units of approximately 40 people each working on the 10 tv series which Four Star is producing at Republic Studios in space which a few years back was devoted to the output of theatrical pictures. In addition to these 280 production people there are the department heads, office and management personnel and the actors employed on the individual programs. Four Star total production for the season has been estimated at close to 500 half-hour programs, valued at about $20 million.

Ziv-TV has a season's production budget of $21 million for 12 filmed tv series, four for network use and eight for syndication. Ziv reportedly has a total of 3,500 employes, of whom anywhere from 150 to 215 are assigned to work on each production. Currently, in addition to sequences being filmed in Ziv's Hollywood studios, there are six full crews, totaling more than 350 people, away on location, and Ziv has leased space at the Goldwyn and Republic lots for more studio filming.

Add the eight tv film series that Warner Bros. is making for ABC-TV, the 13 programs in the works at Screen Gems, the 17 that Revue is producing, the 10 being made at MGM-TV, the five at Republic (in addition to the Four Star group), the five at General Service Studios, the four for CBS-TV at California Studios, the three at 20th Century-Fox TV, the three at Amco, with other studios having one or two tv shows apiece in production, and add to these the countless pilots now being readied for the 1960-61 season or perhaps to be rushed into production for use as mid-season replacements, and there's no question about tv's importance to Hollywood.

As to Hollywood's importance to tv, it may be noted that of all evening programming on the three tv networks, 78.6% comes from Hollywood and 88.6% of that programming is on film. Briefly, 69.7% of all evening program on the tv networks are filmed shows originating in Hollywood. The syndicated film programs also are mostly made in Hollywood. And the theatrical pictures, the old and not-quite-so-old movies which fill the midnight hours, are also Hollywood products.

To the movie capital, the dreaded destroyer that they thought tv would be has turned out instead to be the good provider; the expected famine has become a feast, with Video Scrooge transformed into tv Santa Claus.

To be or not to be

When is a consent decree not a consent decree? That question was raised in New York last week by Judge Sylvester Ryan in a Federal Court hearing on proposed consent-decree amendments reorganizing internal affairs of ASCAP. He had just heard several representatives of ASCAP members oppose the changes on charges that they were inequitable and unfair, although they had been approved by both the ASCAP board and the Justice Dept. Taking note of this lack of full consent in ASCAP ranks, Judge Ryan called for a referendum in which ASCAP members would vote on the changes. Meanwhile, he adjourned the hearing to Jan. 6, 1960. The amendments would revise ASCAP's 1941 consent decree with the objective of liberalizing royalty payments to members, among other things, and would modify its system of tallying radio-tv performances of ASCAP music (BROADCASTING, July 6).

ITC subsidiary buys 35 feature films

Metropolitan Productions Inc., a wholly-owned subsidiary of Independent Television Corp., has purchased 35 feature films from Medallion Pictures Corp., New York, and therein lies a story.

The film package was once basic to the barter operation of Exquisite Form Brassiere Inc. Exquisite Form used the package for time swap deals through Regal Advertising Assoc. Corp., New York, which at one time handled other clients such as Silk Skin (girdle), Rokeach Food Products, Walt Disney toy licensees, Parry Labs (Myomist throat spray), U.S. Pharmacal (Baby Sweet and Soothene) and Lamour Hair Products. In an interview with Regal principals early this year, the term "barter" was shunned and the phrase "cash and credit" preferred (BROADCASTING, Feb. 16).

Medallion said last week that it had since "bought out" the Exquisite Form interests in the feature film package and has sold the tv rights to Metropolis subject to "existing outstanding contracts." But these contracts, according to Medallion, expire soon, presumably leaving the package "clean" of barter tie-ups. Under the contract with Medallion, Metropolis must respect the existing agreements which remain in a few markets.

ITC, however, is not engaged in

FAMOUS MEASURING INSTRUMENTS: 3

The standard by which others are judged

This is the 30-pound "atomic clock" and its inventor, Dr. Harold Lyons, Hughes Aircraft Company scientist, for the National Aeronautics and Space Administration . . . *a clock that will neither gain nor lose one second in a thousand years.* In a space satellite in orbit, this clock will transmit rapid oscillations to be compared with time shown by a "master" clock on the Earth. Such a comparison will offer history's most searching check of the Einstein theory (that time in space, in speed-of-light movement) is slower than time on Earth. It will also offer precise measurements of the geometric shape of the Earth, and investigate whether space is the same in all directions, as well as measuring the velocity of light and radio waves.

Compared with the complexity of this kind of thing, the measuring of mass audiences in television seems simple. It isn't, but American Research Bureau, pioneer in the field, is regarded as the ultimate in precision (within its own strictly defined limits). While sampling in itself can only *approach* absolute accuracy, the means by which data is gathered and processed can be refined to a high degree of precision. Two striking innovations by ARB forged the way for electronic accuracy in television research . . . instantaneous electronic audience measurement by ARB's own ARBITRON, and the introduction of Remington-Rand's newest UNIVAC® SS90 high speed data processor to television research. Matching the painstaking efforts employed by ARB in sampling procedure, these atomic-age instruments assure ARB clients of results that are unsurpassed in . . .

Accuracy . . . Reliability . . .
Believability

AMERICAN RESEARCH BUREAU, INC.

WASHINGTON NEW YORK CHICAGO
LOS ANGELES

barter and is not involved in the former pacts made by Regal.

Medallion initially got the pictures from Paramount Pictures Corp. in a separate transaction some years ago. The films were produced by the Pine-Thomas unit for Paramount and in the motion picture field are considered in general as "the best of the Grade B's." ITC said the pictures will be first-run properties for many tv markets and include such stars as Barry Sullivan, Horace McMahon, Rory Calhoun and Rhonda Fleming.

MGM-TV WILL PRE-SELL

Action follows disastrous season of dropouts

MGM-TV is acting like a company that has decided not to take any more brash chances in television.

Last season, "Leo" chased its tail around in television. The company produced seven pilots, but failed to sell a single tv series. Down the drain went some $400,000 in production (though MGM-TV executives say something may yet be salvaged).

This season, MGM-TV is taking cautious steps to come out safe and solvent.

It's not producing pilots without a commitment. And the company is talking about its new product well in advance of the "selling" season.

Last week, in fact, MGM-TV previewed for newsmen its "catalog" of 13 new tv series as "concepts." From now on, the company specified, MGM-TV will follow a pre-selling approach to television.

If MGM-TV concludes the sale of four tv series on the networks next season, the television activity could be chalked up as "successful," according to George T. Shupert, vice president in charge of MGM-TV.

Mr. Shupert revealed that three series already are "committed" to network financing through the pilot stage (this gives network first option): *The Islanders*, *Asphalt Jungle* and *Father of the Bride*. The latter series is being shared in the creation by ABC-TV, for which General Foods has first option as potential advertiser. (Initially *Bride* was being produced for GF [via Benton & Bowles] which some months back turned down the pilot).

One hour long • *Islanders* and *Jungle* are one-hour long. It's been reported that ABC-TV also may be the interested network for both these shows.

The "minimum" 13 new properties are for the 1960-61 season. The majority of the series was developed by MGM-TV's own creative staff under Richard Maibaum (who heads MGM-TV production facilities).

MGM-TV is offering "pre-production cooperation" between itself and networks, agencies or advertisers, a practice which Mr. Shupert believes will reduce much of the costly waste of pilots. A 43-minute color film shown last week but already seen by the three networks and the major agencies was produced by MGM-TV's staff at a cost of $21,000, or about a third of the approximate $60,000 (or much more) cost for a pilot.

Of the proposed cooperative handling of production with networks or advertisers, Mr. Shupert described his concept as "share in creative control."

Mr. Shupert also disclosed that four other series in the 13 are in negotiation with either networks or advertisers: *National Velvet*, *Dr. Kildare*, *Me and My Gals* and *The Agatha Christie Series* (tentative title). Of these four series, MGM-TV wants firm 26-week commitments. *Kildare* of the foursome, he said, already is a self-contained package as opposed to a "concept."

So far as general policy on co-financing or co-responsibility, MGM-TV will seek the commitment for either 26 weeks (in instances like *Kildare*) or through the pilot-producing stage as in *The Islanders*.

Other highpoints of MGM-TV's tv "picture":

• *The Thin Man* re-runs are the only MGM-TV product now on the network air.

• *Northwest Passage* (half hours) is being sold for multi-sponsorship and in color. This series was on NBC-TV at the beginning of the past season but was in trouble from the start, Mr. Shupert said, because of its time slot.

• MGM-TV, according to its head man, now will exert caution on future scheduling in unfavorable network periods. Mr. Shupert said a "family situation" series was near a network sale which was turned down by MGM-TV because the show would have been placed against two "fast action" series on the competing networks. He reminded a series needs to build an audience.

• Lew Ayres, who will star in *Dr. Kildare* is prohibiting MGM-TV from selling the series to a beer or cigarette advertiser.

Mr. Shupert cautioned that sharing the creative control could not be construed as limiting producer. Major creative responsibility for the final development of the properties, he assured newsmen, would rest with individual producers assigned to each MGM-TV program.

Capsule descriptions of each of the MGM-TV new series:

Asphalt Jungle — one-hour series, Jaime Del Valle who produced *Lineup* on CBS-TV as creative head. Series developed by MGM-TV staff from the novel by W. R. Burnett who is collaborating on telescripts with Paul Monash.

The Islanders—one-hour series, Richard Bare (director of pilots for *Cheyenne* and *77 Sunset Strip* now MGM-TV staff producer) assigned as producer. Tells adventures of two pilots with airline service in South Pacific.

Dr. Kildare—half hour series, Collier Young is producer; Lew Ayres would recreate his original role he played in MGM features. Dr. Kildare is conceived as an older man with romantic lead taken by actor in role of young hospital staff doctor. Robert Pirosh (wrote "Battleground" movie) assigned to script.

National Velvet—half hour series, story of a little girl and her high-spirited horse. Some touches of original motion picture preserved in this adaptation to be produced by Bob Maxwell who also produced *Lassie*.

Me And My Gals—half hour series, produced by Alan J. Lerner (book and lyrics of "My Fair Lady," "Brigadoon," "Gigi" and other productions). Comedy-adventure with musical flourishes.

Steven V—half hour series, produced by Mr. Monash, who also created story "glamour-adventure" — about an American educated ex-king of a small European country who becomes a private eye for international high society.

P.S. From Paris—half hour series, based on exploits of "New York Herald Tribune" columnist Art Buchwald. Comedy against a Parisian setting.

The Paradise Kid—half hour series, by Mr. Monash and to be produced by him. Story of young man recalled from Harvard to inherit his dad's fortune and defends Texas ranch against father's enemies.

Night People—half-hour series, Alex Gottlieb (*Oh Suzanna!*) as producer. Suspense adventure with Manhattan night life setting.

Others for which producers are not named and their themes:

The Agatha Christie Series (one-hour), based on vast library of novels and other stories of Miss Christie with whom MGM-TV has a pact giving company TV rights; *Mystery Street* (one-hour), TV adaptations of classic thrillers"—many from MGM's library of literary properties; *Father of the Bride* (half-hour), domestic comedy from novel and motion picture; *Gold Eagle Gun* (half-hour).

now you can

Freeze Videotape Action!

with the

NEW Hughes Storage Monitor

Videotape advantages are well-known—superior "live-quality" picture reproduction, immediate playback and greatly reduced costs. One of the major difficulties to date has been development of efficient videotape editing methods and techniques. Now, Hughes makes available to the industry a Storage Monitor for use as a key unit in the design of videotape editing systems.

The new Hughes Storage Monitor operates like any standard TV monitor until you press the button. Immediately the Hughes 5" TONOTRON® Tube freezes the image, holding it until the monitor mode is restored.

Advantages to TV engineers include: High-Speed tape processing. Better program continuity and quality. Less tape wear during editing. Highest utilization of video recording equipment.

Pictures may be held for approximately ten minutes with a minimum of 5 half tones. Input may be from separate or composite video sources. Push-button controls permit local or remote operation.

Model 201 Storage Monitor is available in several mounting arrangements—portable or rack mounted, individually or in groups, for sequential frame study. This permits rapid selection of individual frames and desired action sequences.

For additional information write to: Hughes Products, Industrial Systems Division, International Airport Station, Los Angeles 45, California.

Now! A television monitor with a memory... capable of freezing any TV action.

Video Signal	Positive Video or Positive Composite Video (sync. neg.) coaxial cable input, 1 volt p-p.
Separate Sync Inputs	Negative sync, coaxial cable input.
Input Impedance	100 ohms each on Separate Sync Inputs, 1000 ohms on Video Input (with parallel terminal for 75 ohm matching termination).
Video Bandwidth	Approximately 6 mc.
Vertical Scanning Frequency	60 cps. interlaced.
Horizontal Scanning Frequency	15,750 cps.
Picture Size	4 inch useable diameter.
Power Requirements	115 V 50/60 cps. 130 watts.
Dimensions (Model 201)	14" x 8-1/2" x 16-1/2" wt. approx. 40 lbs.
Mounting (Model 201-R)	Standard 19" relay rack
Phosphor	P-4 (Television black and white)

INDUSTRIAL SYSTEMS DIVISION

HUGHES PRODUCTS

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Creating a new world with ELECTRONICS

SEMICONDUCTOR DEVICES • STORAGE TUBES AND DEVICES • MICROWAVE TUBES • VACUUM TUBES AND COMPONENTS • CRYSTAL FILTERS • MEMO-SCOPE® OSCILLOSCOPES • INDUSTRIAL CONTROL SYSTEMS

CAN BIG LOCAL SHOWS PAY OFF?

WNTA-TV is betting $4 million that the answer to that is yes

In New York City, as everywhere else, a tv viewer can watch only one station at a time. If you happen to be one of seven stations competing for that viewer's attention, and especially if you're one of four independent stations competing against three established network stations, you've got a problem.

WNTA-TV New York, has just that problem. It wants its "place in the sun," to quote board chairman Ely Landau of parent National Telefilm Assoc., and it's just come through its first year of NTA operation convinced of how hard it will be to win it. (Mr. Landau's appraisal of that first year: "We took a big shellacking.")

Mr. Landau and his associates are jumping feet first into the problem of making ch. 13 different from every other station in town—and putting "in excess of $4 million" into a production kitty to do it. Whatever one thinks of the product, one must admit to the "difference" they're coming up with such as:

1. From 9 a.m. until 6 p.m. WNTA-TV's signal will look like no other television station any place, much less New York. That begins Nov. 23rd with *Daywatch*, a new program concept designed both for in-and-out-of-home viewing (see page 98).

2. *Play of the Week*, probably the most ambitious program idea ever taken on by an individual station. It is made up primarily of successful vehicles from the Broadway stage, featuring top actors, directors and writers, and is programmed every day of the week for two hours (see below).

3. A program schedule which includes only one syndicated program, the rest being station-produced.

Necessity • To Landau et al, necessity is the mother of invention, and the necessity of this approach to WNTA-TV is a matter of basic survival. "Why should a viewer tune all the way from ch. 2 (CBS) or ch. 4 (NBC) to ch. 13 if he doesn't know there'll be something worthwhile when he gets there—something that he can't find on the other stations in between? We can't make it as a film station; we've got to make it as a live station." They say at WNTA-TV that they're not interested in being pioneers, but they are interested in being right — which translates, of course, to being successful.

Station manager Mal Klein characterizes WNTA-TV's audience as "semi mass class." By this he means that the New York area's 5.5 million homes include "the most sophisticated, most cosmopolitan" people in the world—enough of them to justify productions like "Medea," the Greek tragedy starring Judith Anderson which inaugurated *Play of the Week*. "We may not hit the ratings," he says, "but we do hit people who are important—and we hit cab drivers and waiters as well."

(Live) play's the thing • The lead role in WNTA-TV's new programming will be held down this season by a "heavy": live drama. Starting out in the station's unique *Play of The Week* was "Medea," with Judith Anderson, above, Aline McMahon (l) and Morris Carnovsky (not shown).

The kind of programming at WNTA-TV lends itself to slogans, and the station's executives drop them readily. Among the labels they pin to themselves are "a thinking man's station" (referring to the many talk shows the station has started, including David Susskind's *Open End* and Alexander King's *Alex in Wonderland*); "sporadic spectaculars" last year's *One Night Stand* series; "we're mothering style right down the line"; "we program counterpoint" (similar reasoning to ABC-TV's "counter programming" philosophy of putting on something different from what NBC-TV and CBS-TV are doing at the same time, except that WNTA-TV must do it against ABC-TV and three other independents as well); "Off Madison Ave. Theatre" (in regard to *Play of the Week*).

Bright Hope • Biggest gun in the WNTA-TV arsenal is *Play of the Week*, which is programmed two hours every weeknight plus matinees on Saturday and Sunday.

The idea seems almost impossibly ambitious for a single station to attempt—and, conceivably, may prove to be so. WNTA-TV and "a lot of people who are burning candles for us" hope it won't be.

As the title implies, there'll be a new play each week. They're all taped, with production coming under the wing of David Susskind and the Talent Assoc. organization. The first play, which started Oct. 12, was "Medea" with Judith Anderson. The second, last week, was Graham Greene's "The Power and The Glory," starring James Donald and directed by Carmen Capalbo. Both opened to rave reviews.

Other stars and stories coming to the *Play of the Week* format include Helen Hayes, Susan Strasberg, "A Party with Adolph Green and Betty Camden," Steinback's "Burning Bright" and two plays by John Mortimer to go on one show under the title "Back to Back."

Not the least interesting aspect of *Play of the Week* is the budget for entries. Assuming they were going on a national network you could expect such shows to command upwards of $100,000 per. On WNTA-TV they're coming in for $35,000—and the station is getting seven runs out of each, which pares the production nut even smaller.

The reasons for this low price are several. The primary one is that the talent, including directors and writers, seem eager to appear in the type of vehicles *Play of the Week* offers: They're willing to do it for love, not

SUCCESS STORIES

One of a series of salutes to successful radio and TV stations across the nation . . and to the Northwest Schools graduates who have contributed to their success.

JACK MORRIS, GENERAL MANAGER OF KICA

KICA RADIO • TELEVISION

CLOVIS, NEW MEXICO

KICA Radio's call letters were first heard more than twenty-six years ago—in July, 1933—making this pioneer radio station one of the oldest serving New Mexico, West Texas.

KICA-TV—Channel 12, went on the air in December, 1956. Operating with 30,340 watts, KICA-TV covers 10 counties in Eastern New Mexico and Western Texas. A CBS-TV affiliate, it has been inter-connected for live programming since March 1, 1959. KICA-TV has originated many special events, one of which was the first remote telecast for Clovis and Eastern New Mexico.

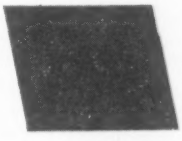
Two Northwest Schools graduates employed by KICA have earned compliments from the station's Operations Manager, Jim Wilkes, who writes:

"Bob Cyphers, our Assistant Local Sales Manager has been a valuable asset to our organization because of his varied background in business and because of the excellent training received at Northwest Schools. Bob has done an outstanding job in all phases of selling and he is becoming quite adept in other phases of television, particularly in the production and staging of TV commercials."

"Ed Jones, one of our Account Executives, although he has been with us just a short time, has indicated to us a good background in basic television fundamentals, and we are sure that his willingness to learn, his desire to succeed and his pleasant attitude regarding his fellow workers, will be factors in his success with us."

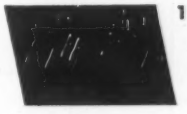
BOB CYPHERS
Assistant Local Sales Manager

ED JONES
Account Executive



For further information
on Northwest training and graduates available in your area, write, phone or wire

NORTHWEST SCHOOLS



1221 N.W. 21st Avenue, Portland 9, Oregon
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for money, say WNTA-TV executives. Also, the guilds are willing to cooperate beyond the points they'd demand from a bigger producer because the series offers so much opportunity for employment for New York artists. Mr. Landau thinks that in the course of a year the series will employ more local artists than the networks. No one wants to be specific about the scales set up for these performances, beyond characterizing them as "nominal." An example of the type of cooperation involved would be in a Guild's lengthening its contractual demands for a two-hour show to allow 18 days rehearsal rather than 13, and 100 hours rather than 60.

There's another angle, too—syndication. If the *Play of the Week* is sold to other stations the artists involved will draw full scale, plus "a healthy hunk of residuals" for authors.

Talent 'Well' • Mr. Landau points to the "well" of creative talent in New York as one of the prime reasons that *Play of the Week* is possible. Despite the many artists in town, 80 percent of tv production comes from the west coast, he says, thereby narrowing opportunities for actors who want to maintain their bases in New York.

The talent responds, too, to the opportunity to do "no-holds-barred" plays without sponsor or agency interference. Besides that, they have "both interest and equity" in bringing live creativity to tv, Mr. Landau says.

Among other advantages of the *Play of the Week* format is the cumulative audience opportunities: if a play's a hit, the audience has all week to see it. The first week's cumulative audience was rated at 2,350,000 viewers, which WNTA-TV says is as many people as would see the play in a 196-week run on Broadway.

Here's how the network schedule runs:

6-6:30: J. Fred Muggs, the tv chimp who is characterized by program director Doug Rodgers as "the most sophisticated child in captivity," who has his own children's show. The producers just set the stage for him and let him "ad lib" his way through.

6:30-7: *Rate the Record*, featuring Clay Cole as moderator of a show on which teenagers pick top records.

7-7:30: *Highway Patrol*, the only syndicated show on the station. WNTA-TV executives admit frankly that this show is in the schedule because it locks in other business. In other words, an advertiser will buy into *Highway Patrol* and then take some other business around other shows. The station has 156 episodes of the series.

7:30-7-55: *Newsbeat* with Mike Wallace. This, plus a 5-minute weather segment from 7:55 to 8, is the only half-hour evening news show in New York. Mr. Wallace specializes in amplifying the day's news with comment by qualified reporters from other media. For example, if a labor story is in the night's news he'll bring on columnist Victor Riesel for analysis, or for a Washington story, Scotty Reston of the *New York Times*. The show is repeated on tape from 12:30 to 12:55 a.m.

8-10: *Play of the Week*.

10-10:30: Barry Gray's *Full Coverage*, a program of current news plus commentary, often in the editorializing area.

10:30-11: *Mike Wallace Interview*, basically the same show which first won him prominence on WABD (TV) (now WNEW-TV) New York, later on the ABC-TV network. A typical week's roster of guests: author Meyer Levin *(Compulsion)*, sportscaster Bill Stern, *New York Times* science editor William Laurence, author-actress Cornelia Otis Skinner and comic Wally Cox ("Mr. Peepers").

11-12: *Dance Party*, an adult version of the teenage record hop programs, emceed by bandleader Ted Steele. This show, certainly not the most inspired in the WNTA-TV lineup, brings the station its best ratings. It gives away $25,000 a week in prizes to dancing couples (a smarter looking set than you might imagine, many of whom show up in black tie and evening dress).

12-12:30: *Morgan at Midnight*, starring radio-tv black sheep Henry Morgan. Mr. Morgan's irreverent humor, if not always popular with sponsors who've felt the point of his barbed shafts, nevertheless has a loyal following. When WNTA-TV sent out invitations to New York agency men several weeks back, allowing them to designate the station personality they'd most like to have lunch with, Mr. Morgan won in a walk (BROADCASTING, Oct. 19).

12:30-2:55. Repeat of the Mike Wallace *Newsbeat* program.

Another WNTA-TV programming innovation is *Newsbreak*, 90 seconds of news on the hour. It's designed to be on the air when other stations are carrying between-show commercials. It's WNTA-TV's intention that some dial-switchers might be stopped in their progress around the channels by these news features.

On weekends WNTA-TV carries the Shirley Temple movies series, Alexander King's *Alex in Wonderland* program, Bishop Sheen and Dave Susskind's *Open End*, plus assorted feature films and other miscellaneous programs.

Syndication • Parent NTA has hopes for syndicating a number of WNTA-TV's taped programs as a means of (1) recovering some of the production money involved and (2) making some extra on the side. This idea was especially prevalent at the station in its first year, but not spectacularly successful. Only the Bishop Sheen and Mike Wallace shows achieved a fair measure of sales.

WNTA-TV lost money in its first year under the NTA banner. Manager Klein is increasingly bullish about its chances to pull out of the red, although he has no illusions that it will happen right away. He says, however, that billings have doubled in the past month and now are at a higher point than at the station's peak last March. When NTA took over the station it billed about $2,000 a week in national spot: he says revenues now are as much as $60,000 a week in that category. Other bright spots: *Open End* is sold out, *Play of the Week* is 50% sold. *Newsbreak* is sold across the board. (*Newsbeat*, on the other hand, loses money every week.)

What About Ratings • They'll talk about ratings at WNTA-TV, but they don't like to. The station contends pres-

ORBIT ON

Here are the next 10 days of network color shows (all times are EST).

NBC-TV

Oct. 26-30, Nov. 2-4 (6:30-7 a.m.) **Continental Classroom.**

Oct. 26-30, Nov. 2-4 (12:30-1 p.m.) **It Could Be You,** participating sponsorship.

Oct. 26 (9:30-11 p.m.) **Hallmark Hall of Fame,** Hallmark through Foote, Cone & Belding.

Oct. 27, Nov. 3 (9-9:30 p.m.) **Arthur Murray Party,** P. Lorillard through Lennen & Newell and Sterling Drug through Dancer-Fitzgerald-Sample.

Oct. 27, Nov. 3 (9:30-10:30 p.m.) **Ford Startime,** Ford through J. Walter Thompson.

Oct. 28, Nov. 4 (8:30-9 p.m.) **Price Is Right,** Lever through Ogilvy, Benson & Mather and Speidel through Norman Craig & Kummel.

Oct. 28 (9-10 p.m.) **Perry Como's Kraft Music Hall,** Kraft through J. Walter Thompson.

Oct. 29 (9:30-10 p.m.) **Ford Show,** Ford through J. Walter Thompson.

Oct. 30 (8-9:30 p.m.) **The Moon and Sixpence,** RCA.

Oct. 31 (10-10:30 a.m.) **Howdy Doody Show,** Continental Baking through Ted Bates.

Oct. 31 (10:30-11 a.m.) **Ruff and Reddy Show,** Mars through Reeves and Borden through Benton & Bowles.

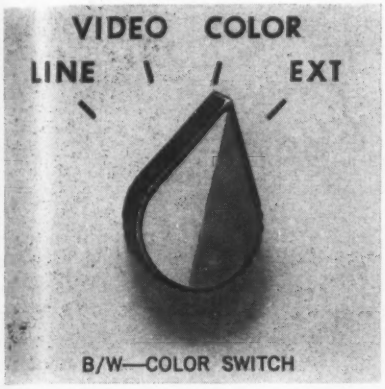
Oct. 31 (7:30-8:30 p.m.) **Bonanza,** RCA through Kenyon & Eckhardt.

Nov. 1 (9-10 p.m.) **Dinah Shore Chevy Show,** Chevrolet through Campbell-Ewald.

Nov. 2 (10-11 p.m.) **Steve Allen Plymouth Show,** Plymouth through N.W. Ayer.

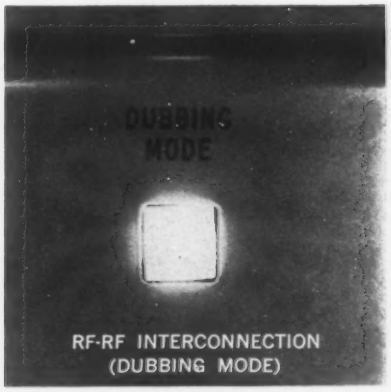
Nov. 4 (9-10 p.m.) **Another Evening With Fred Astaire,** Chrysler through Young & Rubicam.

FEATURES THAT KEEP YOUR AMPEX



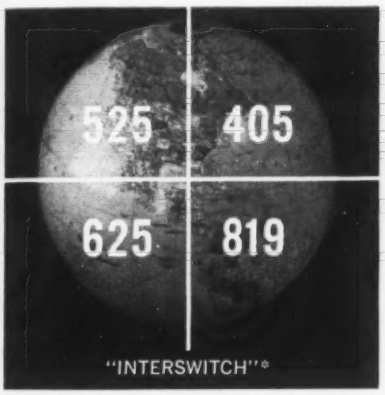
B/W—COLOR SWITCH

TAPE SPEED OVER-RIDE

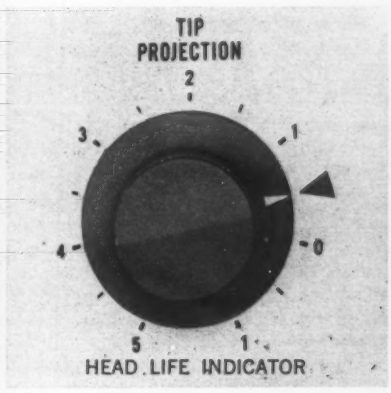


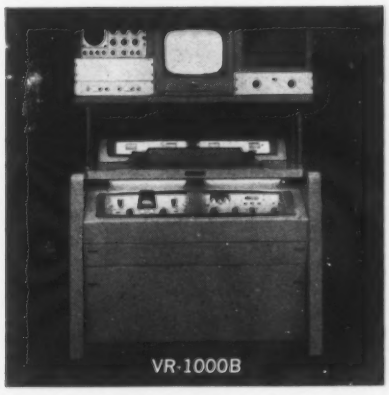
RF-RF INTERCONNECTION
(DUBBING MODE)

UP TO DATE . . . FOR YEARS TO COME



"INTERSWITCH"*




VR-1000B

Recording—copying—cuing—editing—splicing . . . whatever your requirements for today—or the future—the Ampex Videotape* Television Recorder brings the utmost operating efficiency. These advanced-design features are backed by 12 years of development—and the experience in TV tape recording that is Ampex' alone . . .

INSTANT SWITCHING B/W TO COLOR with no adjustment or re-equalization needed—and no compromise of either standard.

PRECISE LIP SYNCHRONIZATION with second recorder, either audio or TV tape, is accomplished with Tape Speed Over-ride control.

HIGH QUALITY COPYING ASSURED even to third generation tapes. Low impedance RF-RF dubbing interconnection delivers the *frequency modulated* signal direct to copying recorder(s)—eliminates repeated modulation and demodulation processes.

RECORD, PLAYBACK TO 4 WORLD STANDARDS with "Interswitch" modification. Equips any Ampex for international programming with 525, 405, 625 or 819 line systems.

HEAD LIFE INDICATOR provides immediate, accurate indication of operating life of the video head assembly . . . lets your engineer plan a production schedule with assurance.

Write, wire or phone today for an Ampex representative—or ask for the new, fully illustrated brochure describing the new Ampex VR-1000B. Whatever you want to know about the advantages and profits in TV tape, get the facts from Ampex. AMPEX HAS THE EXPERIENCE.

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ent rating techniques don't give its programming a fair shake and cites chapter and verse on instances when audience response (mail or otherwise) indicated a picture quite different than the one in the rating book.

On one occasion, for example, the station came in with a 0.1 rating from one service for a program which drew 120,000 letters. (According to WNTA-TV, a 0.1 rating means "only one guy is watching and he's calling 10 other people to tell them not to watch.")

The station obviously does not pin its hopes on beating out network stations in the ratings department. The idea it's trying to get across is that even the smaller slices of an audience the size of New York's represent a lot of people, and that, in their opinion, at least, the buying power represented by its "thinking man's station" audience is worth the dough on WNTA-TV's rate card.

WNTA-TV OFFERS NEW PROGRAM

'Daywatch' will provide live 54 hours

If viewers won't go to a television channel, bring the channel to the viewers. This is part of the reasoning behind a new concept. *Daywatch,* which will provide 54 hours of live programming per week over WNTA-TV Newark during daytime hours, starting Nov. 23.

Station officials hope that *Daywatch* will increase tv viewing during the day by:

• Offering such service programs as time of the day, weather, news, household hints, best-buy lists, beauty hints, children's features in lengths of one-minute or less that will not "immobilize" women for long periods.

• Reaching women in out-of-home locations such as supermarkets where tv sets will be pre-tuned to WNTA-TV. About 400 supermarkets in the New York area have agreed to install sets and arrangements are being made to install sets in 300 laundry center locations.

National Telefilm Assoc., New York, which owns the station, has set up a special division, called NTA Storevision Inc., which will provide program formats and equipment to tv stations throughout the country that may want to institute a program service similar to *Daywatch.* Ted Cott, NTA's vice president in charge of owned and operated stations, has been put on special assignment as general manager of Storevision (as Ely Landau puts it, "we've given him a six-month leave for the next three weeks").

Mr. Cott believes that *Daywatch* will "extend the frontiers of television." He points out that research indicates that the percentage of daytime viewing is one-third of nighttime viewing. Television, he asserts, can grow only through enlarging the daytime audience—hence *Daywatch.*

More Revenue • Significant contribution that Storevision can make, Mr. Cott contends, is to open the way for financially-strapped uhf stations to earn additional revenue during daytime hours. He points out that nine stations already have signed up for the service, including 2 uhf outlets, starting in mid-January.

As at WNTA-TV, stations will be permitted to sell a 10-second commercial during every one-minute for a total 10 minutes of commercial time during a one-hour period. A group of advertisers already have signed for *Daybreak* on WNTA-TV, according to Mr. Cott, and sales will be announced shortly.

A sampling of the programming set for WNTA-TV: time reports, illustrated weather reports, news and bulletins, sports news, menu suggestions, beauty aids, fashion vignettes, community bulletin board, public service announcements, children's features, including the chimpanzee, J. Fred Muggs. Within any two-minute period, a viewer will be able to check the time; within any five-minute segment, will be able to obtain a complete weather scoreboard and within any five-minute period will have the time, weather and news report.

FIRESTONE FORMAT

Switches from music to public service

Firestone Tire & Rubber Co., which changed its tune in network tv exposure this season from good music to public service programming, is more than satisfied with the new arrangement. The veteran network advertiser has been quietly comparing through its own rating surveys the success of its current *Eyewitness to History* series on CBS-TV with its *Voice of Firestone* shows seen last season on ABC-TV. Result: Firestone is looking forward to sponsoring more public service programs dealing with matters of national importance.

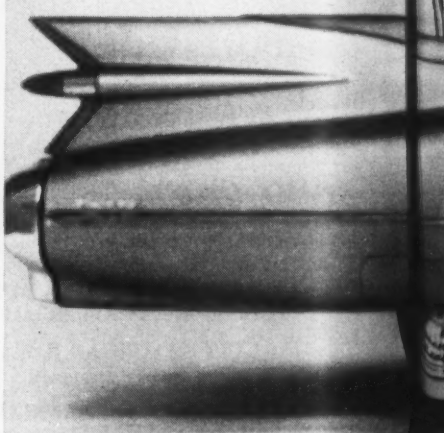
Last year when *Voice of Firestone* experimented with a format that featured a different style of music each week, the company engaged Western Union to survey 1,000 homes in each of 25 markets where all three networks had outlets. Firestone's market research

What if you're out to reach the cotton pickin' set?

Is your market regional? Coverage is easier when your show is on film. Every station in the land is equipped to handle it . . . and you know your message comes through the way you want it to!

Actually, film does three things for you . . . 3 big important things:

1. Gives you the high-polish commercials you've come to expect . . . fluff-free . . . sure
2. Gives you coverage with full pre-test opportunities
3. Retains residual values



For more information write:

Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N. Y.

East Coast Division
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New York 17, N. Y.

Midwest Division
130 East Randolph Drive
Chicago, Ill.

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

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Agents for the sale and distribution of Eastman Professional Motion Picture Films,
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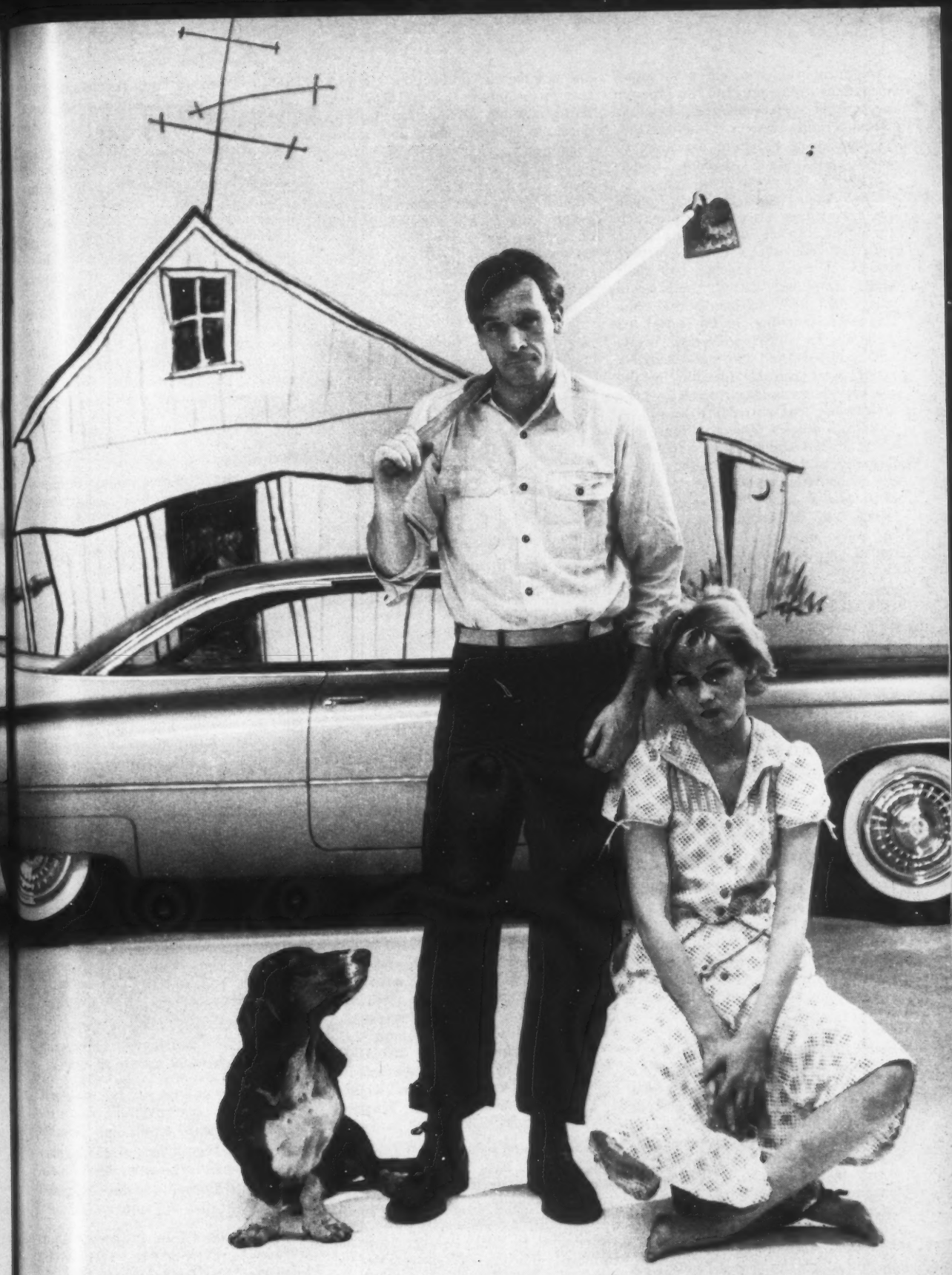


Always shoot it on EASTMAN FILM . . . You'll be glad you did!

department wanted to check variations in ratings from program to program because of weekly changes in music. Regular rating services do not ordinarily rate every program, explained C. B. Ryan, Firestone's director of merchandising and advertising.

Last August when Firestone bought the *Eyewitness* series of 14 programs through Campbell-Ewald Co., Detroit, with only one week's time to prepare commercials and arrange for time spots and preemptions, Western Union again was called upon to handle the same 25-market sampling. In this series the programs have been on various nights and at different half-hour periods. These ratings were available for study by the market research department by the afternoon of the next day.

Ratings Rise • The first four programs in the *Eyewitness* series, which is produced by CBS News, were telecast prior to Labor Day, "a poor time to judge the success of a series by its ratings," Mr. Ryan told BROADCASTING last week. On Sept. 15 the series resumed with the approaching visit to the U. S. by Nikita Khrushchev. Since then seven shows have been aired, with three more planned next spring when President Eisenhower is expected to visit the Soviet Union. Since Sept. 15 the ratings have averaged 15.5. The highest was 17.8 on Sept. 21 when the program was aired from 10 to 10:30 p.m. EDT. The highest share of audience reported for the series was 40.4 percent, while the lowest, 21.7 percent, was for one of the pre-Labor Day telecasts.

Film men contemplate vtr production center

From a technical standpoint, it is practicable to interconnect a producer's studio with a center equipped with video tape recorders, R.W. Gast, senior engineer of the New York Telephone Co. told a meeting of the Film Producers Assn. of New York last Monday (Oct. 19).

Mr. Gast was the main speaker at a forum called by FPA to provide information on costs and technical aspects of an association project that would stimulate tape activity on the part of independent producers in New York. The dilemma of many independent producers was outlined at the outset of the meeting by Nat Zucker, president of Dynamic Films, New York, and president of FPA. He pointed out that the initial cost of tape recorders and the subsequent expenditures for maintenance and obsolescence is delaying tape production by some of its members.

Mr. Zucker explained that FPA members are engaged in film programming and commercial production. He added that in the motion picture field, it has been traditional for independent producers to lease equipment and facilities, when necessary. Several FPA members, he said, are considering the establishment of tape centers, equipped with a number of recorders, for use by producer-members. Mr. Zucker asked Mr. Gast to explain the technical implications and cost data for setting up a relay from a producer's studio to a centralized tape center.

Mr. Gast reported that this is technically feasible, particularly in areas such as New York and Los Angeles, where "substantial networks of special local video cables have been built up and can be extended to serve the needs of additional users." The cable facilities, he said, can be supplemented with portable microwave systems to care for temporary and occasional demands for service.

A producer, he added, could be interconnected with a tape center for an installation fee of $175. Rates then are based either on a monthly or occasional service basis, plus a mileage fee. He recommended that in planning interconnections, the New York Telephone Co. be consulted in the early stages so that a suitable and adequate location could be arranged.

• Program notes

Columbia profit • Columbia Pictures Corp., N.Y., reports a net profit of $151,000 for the year ended June 27, 1959, as against a loss of $4,987,000 in the year ended June 28, 1958. The 1959 figure included $2,597,000 representing the profit of the sale of the company's laboratory facilities on the West Coast, and the 1958 figure included a special write-off of $3,837,000 for studio costs not allocated to production.

Telenews adds six • Telenews, daily newsfilm service produced by Hearst Metrotone News Inc., New York, announces the following new station subscribers: WSOC-TV Charlotte, N.C.; WFBM-TV Indianapolis; WCPO-TV Cincinnati; WTOV (TV) Rockford, Ill., and KONO-TV San Antonio. KVAR-TV Phoenix has started airing Telenews' half-hour series, *This Week in Sports*.

Nurse appeal • National League for Nursing Inc., New York, is mailing kits of radio and television spot announcements to stations in its yearly recruitment campaign for nurses. The campaign also is sponsored by American Hospital Assn., American Medical Assn. and American Nurses Assn. Radio kits contain copy for public service announcements of 10-20- and 60-seconds duration. Tv kits contain slides, telops and a 60-second film. The league's address: 10 Columbus Circle, New York 19.

New cartoon series • M & A Alexander Productions are readying a new cartoon series, *Q.T. Hush*, for distribution early next year. Burlesking the private-eye dramas, *Q.T. Hush*, is a strip series of color cartoons, each running 3½ minutes, planned to have action enough to please the kiddies and enough satire to keep the older members of the family interested. Ten of the episodes make up a story sequence and plans call for the production of 10 such sequences or 100 episodes for syndication. Animation Assoc. is producing the series for distribution by the Alexander organization.

Christmas script series • SESAC Inc., New York, is offering radio stations a series of 13 quarter-hour script shows in a package called *Spirit of Christmas*. A total of 100 selections of traditional and secular holiday music by SESAC recording artists are included on nine discs. Cost of complete series is $49.50.

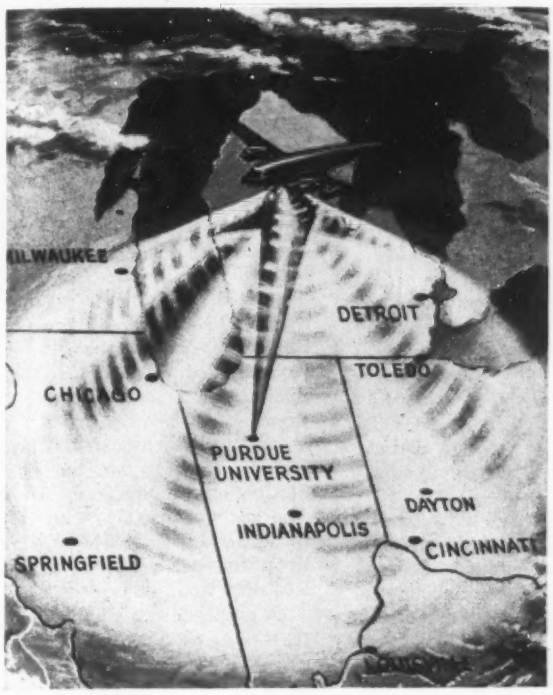
Musical moods • Thomas J. Valentino Inc., New York (Major Records), has released a new catalog called "Major Mood Music Recordings," containing information on background music for television, radio, films, drama and newsreels. The catalog, which also offers information on copyrights and public performance, includes music for bridges, fanfares, openings, closings, tags and production numbers. Write to 150 W. 46th St., New York 36.

Farflung 'four' • Independent Television Corp. has sold *Four Just Men* in 15 foreign countries in the seven weeks since it was released for overseas tv, accounting for $878,450 gross outside the U.S. Sponsors include General Electric and Texaco on the CBC, Fabrica Automex Division of Chrysler in Mexico, Columbia Records in Japan and La Fondena Distillers in Puerto Rico. Altogether, ITC is providing more than 200 half hours, representing 19 properties, to 39 countries.

Ziv overseas sales • Ziv International, N.Y., reports that overseas sales for September reached an all-time monthly high, exceeding those of September 1958 by 300%. The sales were in 16 countries of Europe, the Far East and Latin America.

Adds member • Film Producers Assn. of New York reports the addition of American Film Producers, New York, to its membership. AFP is headed by Robert Gross and Lawrence C. Glesnes, both executive producers.

High education: how the plan will work



Instruction by airborne tv • An estimated 2.5 million students in 13,000 schools and colleges in six midwestern states will be within range of a four-engine, DC-7 aircraft when it starts relaying taped courses from Purdue U. in Lafayette, Ind., during the 1960-61 term.

The flying tv station will hover over the north-central part of Indiana, circling over a 300-400 mile diameter from Milwaukee and Detroit to Cincinnati and Louisville.

The program is a project of newly-formed Midwest Council on Airborne Television Instruction, with the aid of Westinghouse Electric Corp. (which originally developed Stratovision concept), CBS Labs and General Dynamics Corp.

A feature of the new airborne instruction tv project will be the use of a "narrow-band" transmission, developed by CBS Labs in cooperation with Minnesota Mining & Mfg. Co. Experimentation will begin with two conventional "wide band" uhf transmitters aboard, permitting simultaneous telecasting of two different programs and ultimately as many as six.

By means of a "narrow band," two special channels will carry the same programs as conventional uhf channels, with potential of doubling the number of courses to be carried over conventional channels. Special receivers will be installed in about a dozen test schools at the outset and in perhaps 100 during the first year of experiment (AT DEADLINE Oct. 19).

Allied loss • Allied Artists Pictures Corp. showed operating loss of $202,499 for fiscal year ended June 27, 1959, plus $60,000 provision for possible federal taxes for previous years, or a net loss of $262,499, President S. Broidy reported last week. This compares with a loss of $1,189,688 for the previous fiscal year. Total gross income for 1959 was $15,365,000, down $612,000 from the 1958 gross of $15,977,000. "At June 27," Mr. Broidy reported, "we had available for tax purposes a carry forward of losses relating to the three fiscal years 1957-59 amounting to approximately $1,875,000 to be applied against future profits." He predicted that fiscal 1960 will show an improvement over 1959.

WPRO-TV script award • The New Englander who writes the best tv play submitted to WPRO-TV Providence, R.I., will receive $1,000. Deadline: Dec. 31. Play length: 1 hour. Plays must be accompanied by a release giving WPRO-TV permission to produce it on the station's facilities. The contest is limited to those permanently residing in New England.

WWJ airs concerts • WWJ Detroit is broadcasting the Detroit Symphony Orchestra's major subscription concerts. The station says it's the first time the orchestra has permitted these concerts to be broadcast. Nineteen further programs are slated for recording by WWJ for presentation Sunday 3-5 p.m.

Auto film • A public service film, "Auto U.S.A.," which is designed to educate the public on latest developments in traffic safety, will be released shortly for distribution to tv stations, educational and civic groups. The film was produced by Dynamic Films under a grant made by Perfect Circle Corp., Detroit, manufacturer of automobile parts.

Training • Series of in-service training programs for elementary teachers has been launched by WGN-TV Chicago for the purpose of "improving instruction in social studies." The daily 15-minute programs are produced in cooperation with the Chicago Public School System and represent a follow-up to last year's series of courses devoted to improving instruction in reading and mathematics. Teachers watch on tv receivers installed in area schools.

New gold rush • Victory Program Sales, rerun division of California National Productions, N.Y., reports its *The Californians* film series now in its first syndicated run off the network has been sold to the following stations: WHYN-TV Springfield, Mass.; KOOK-TV Billings, Mont.; KOCO-TV Oklahoma City; WCIA-TV Champaign, Ill.; KSYD-TV Wichita Falls, Tex.; WBRC-TV Birmingham; WABG-TV Greenwood, Miss.; KFDA-TV Amarillo, Tex.; WDSU-TV New Orleans; KTLA-TV Los Angeles; KDAL-TV Duluth, Minn.; KFJZ-TV Fort Worth, Tex.; KRON-TV San Francisco; WWJ-TV Detroit; KGUN-TV Tucson; WPIX (TV) New York.

'Target U.S.A.' • KFMB-TV San Diego's News & Special Events Dept. started its fall season with an hour-long documentary production, "Target U.S.A." It told the story of the nation's defense against a missile attack from enemy submarines. The station says that it had the cooperation of the U.S. Navy and the Dept. of Defense to obtain realism in the production. KFMB-TV newsmen traveled more than 16,000 air miles to shoot film of submarine detection maneuvers. In all, 10,000 ft. were shot as well as five hours of tv tape. It took nearly 3,000 man hours to boil it down and put it on tape for telecasting.

Minitoon album • Warner Bros. Records, Burbank, Calif., has released "Sonny Moon Movie Minitoons," a phonograph album prepared for disc jockeys. The record has instrumental selections running from 1:09 minutes to 1:48 minutes. The album's jacket gives dates when the numbers were first popular, composer, publisher, etc. About 1,200 disc jockeys are slated to receive the record.

HEARINGS ON CATV IN WEST

Sen. Pastore to weigh booster problems as well, in Mont., Idaho, Utah, Colo.

Sen. John O. Pastore (D-R.I.) has announced that public hearings will be held Oct. 27-30 on the catv and booster problem in Montana, Idaho, Utah and Colorado. Sen. Pastore is chairman of the Subcommittee on Communications of the Senate Interstate and Foreign Commerce Committee.

A catv bill (S 2653) is now pending before the adjourned Senate, after being favorably reported by Sen. Warren Magnuson's Commerce Committee, along with a bill (S 1886) which legalizes boosters. The Senate passed the booster bill (the House has not acted on it) but took no action on the catv bill, which (1) defines catv as a broadcasting service, (2) places catv systems under direct FCC regulation with grants to be made under public interest standards, (3) requires systems to carry signals of local stations and prevents duplication through signals of a second station and (4) prohibits the use of catv for pay tv. (BROADCASTING, Sept. 21).

First Hand Look • Sen. Pastore, who comes from densely populated Rhode Island, reportedly has expressed a desire to become acquainted first hand with the problem of providing tv service to sparsely populated areas in the western states.

The hearing schedule follows:

Helena, Mont.: Monday, Oct. 27, 9 a.m.—District Court House, room 27.

Idaho Falls, Idaho: Tuesday, Oct. 28, 1:30 p.m.—American Legion Hall, Capitol and C Sts. (Sen. Frank Church [D-Idaho] has indicated he will attend the Idaho Falls session).

Salt Lake City, Utah: Wednesday, Oct. 29, 2 p.m.—Federal Building, room 230. (A spokesman for Sen. Frank E. Moss [D-Utah] says he will be in Salt Lake City the day of the hearing and will probably attend).

Denver, Colo.: Thursday, Oct. 30, 2:30 p.m.—Post Office Building, Courtroom B. (Sen. John A. Carroll, [D-Colo.] will attend the Salt Lake City hearing.)

FCC Resistance • The Senate Commerce Committee held hearings on the catv and booster bills in July (BROADCASTING, July 20), and heard testimony from catv operators, broadcasters and present and former members of Congress.

The FCC has consistently resisted all attempts to place catv under its jurisdiction. It maintains that community antenna systems are common carriers and not a broadcasting service. The catv operators themselves have asked for federal regulation, though they resist any proposals which would require them to receive permission from a station before repeating its programs.

In the waning days of the first session of the 86th Congress, Commerce Committee Chairman Magnuson said the catv problem "will be taken care of immediately after the Congress reconvenes in January . . ." (BROADCASTING, Sept. 21). He said, the Senate did not take action on the catv matter in its first session so interested parties would have ample opportunity to comment on the bill's provisions.

That opportunity comes next week. Groups and individuals wishing to appear before the subcommittee hearings should contact the Communications Subcommittee, room 5108, New Senate Office Building, Washington.

Weigh catv problems

FCC Broadcast Bureau Chief Harold Cowgill discussed catv problems in broadcasting before the regional conference of the National Community Tv Assn., meeting last week in Spokane, Wash. He noted that the Commission has taken the position it does not have jurisdiction over catv, but that "there seems no choice but to re-examine . . ." this decision.

Within the past several weeks, he said, the FCC has been re-studying and re-evaluating its April 1959 report excluding catv from its jurisdiction. Mr. Cowgill, who recently toured catv and booster installations in the Northwest with the Broadcast Bureau's James Sheridan, said they are not ready to make a report on their findings as yet. He said the study is not complete since information still is being gathered from several sources.

Name U.S. delegation

The official list of members of the U.S. delegation to the Plenipotentiary Conference of the International Telecommunications Union, which convened at Geneva Oct. 14, was announced by the State Dept. last week.

Francis Colt deWolf, State Dept. telecommunications chief, is chairman of the U.S. delegation, with FCC Comr. Rosel H. Hyde as vice chairman. Other members are:

Edwin W. Bemis, AT&T; Sidney S. Cummins, State Dept.; Ronald G. Egan, Western Union; Paul Goldsborough, Dept. of Defense; Raymond L. Harrell, State Dept.; Alfred A. Hemninge, American Cable & Radio; Frederic E. Meinholtz, American Newspaper Publishers Assn.; Paul D. Miles, Interdepartment Radio Advisory Committee, OCDM; Charles H. Owsley, State Dept.; Francis W. Ryan, AT&T; Philip F. Siling, RCA; Raymond E. Simonds, RCA; Marion H. Woodward, FCC.

Denies distrust

Sen. Gordon Allott (R-Colo.) has taken sharp issue with statements made by Rep. Oren Harris (D-Ark.) that there is a strong undercurrent of distrust of radio-tv industry in the area of political broadcasts.

"I do not believe there is any such feeling in the Congress," Sen Allott said in an interview over KREX-TV Grand Junction, Colo. "I believe if broadcasters label their editorials as such there is no reason for any concern. Broadcasters have as much right as anyone else to express themselves. . . . It is not the intent of Congress to engage in censorship of broadcasting [and] . . . to do so would probably impinge upon the constitutional guarantees of a free press."

In a speech last month before the Louisiana Assn. of Broadcasters, Rep. Harris warned broadcasters of the feeling of mistrust shared by many members of Congress (BROADCASTING, Sept. 28).

Idaho Co. is granted ch 8 in Idaho Falls

FCC Hearing Examiner H. Gifford Irion last week issued an initial decision recommending that Eastern Idaho Broadcasting & Tv Co. be granted ch. 8 in Idaho Falls, Idaho. Eastern remained the only applicant for the channel after the FCC dismissed the application of Sam H. Bennion when he failed to file an appearance notice within the required time after a hearing had been scheduled.

In other broadcast actions last week, the FCC:

• Granted new am station (630 kc, 1 kw-day with directional antenna) in Salt Lake City to William Palmer Fuller III and authorized increase of

daytime power of KVNU Logan, Utah, from 1 kw to 5 kw on 610 kc. KVNU continues with 1 kw-night and directional antenna.

• Granted new am station (860 kc, 250 watts with daytime directional antenna) in Naugatuck, Conn., to Naugatuck Valley Service Inc.

• Instructed staff to prepare document granting new am station (1300 kc, 1 kw-day with directional antenna) in Hazelton, Pa., to Louis Adelman and denying application of Guinan Realty Co. for same facilities in Mt. Carmel, Pa. An initial decision had favored Guinan.

• Instructed staff to prepare document granting new am station (540 kc, 1 kw-day) in Pine Bluff, Ark., to B. J. Parrish and denying application of KNOE Monroe, La., seeking shift from 1390 kc to 540 kc. Grant of the KNOE application had been recommended in a June 1957 initial decision.

• Instructed staff to prepare document authorizing WICC Bridgeport, Conn., to increase power from 1 kw-day, 500 watts-night to 5 kw-day and 1 kw-night with directional antenna. This action also reverses an examiner's decision.

• Instructed staff to prepare document granting a new class B fm station (107.5 mc) in New York to New Broadcasting Co. and denying competing applications of Herbert Muschel and Independent Broadcasting Co. This action affirms the recommendation made in October 1958 by an examiner.

File suit in sale of Hawaiian Company

A Hialand Corp. stockholder has filed a $2 million suit against Honolulu financier Harry Weinberg and three associates for the part they allegedly played in the 1958 sale of Consolidated Amusement Co. to Hialand Corp. The transaction included a 75% interest in Hawaiian Broadcasting Co., licensee of KGMB-AM-TV Honolulu, KHBC-AM-TV Hilo and KMAU-TV Wailuku, all Hawaii. This is now being sold to 25% owner *Honolulu Star-Bulletin* for $2.3 million (BROADCASTING, Sept. 28).

The suit, filed in federal court in Honolulu, was filed by W. E. Harber, Wilmington, Del. It alleges a conspiracy on the part of Mr. Weinberg and his associates to coerce Hialand to make concessions to them. Mr. Harber charged that Mr. Weinberg's protest to the FCC in 1958 to the $8.7 million Hialand purchase of Consolidated Amusement properties (which included theatres, and real estate as well as the broadcast ownership) was done to force Hialand "to buy off" the protest as a consideration for its withdrawal.

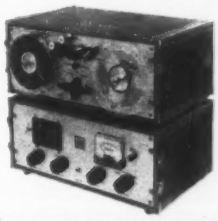
YOUR CHOICE . . . . . .

THE FINEST TAPE RECORDING INSTRUMENTS AVAILABLE!

Magnecord

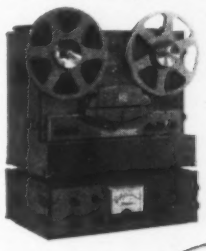
CHOICE OF PROFESSIONALS

More Magnecord tape instruments are in use in broadcast stations throughout the world than any other brand . . . the reason? Professionals agree . . . Magnecord makes the finest tape recording instruments available anywhere!



THE PT 6 . . . rugged, reliable "workhorse" of the broadcast industry.

THE P 75 . . . "The Editor" . . . includes all of the capabilities of the PT 6 plus extended performance and utility.



THE M 90 . . . "Mighty" in all performance characteristics . . . Magnecord's prestige tape instrument.

INTRODUCING:

THE NEW 728 "PROFESSIONAL"

THE ONLY TAPE RECORDER AT ANY PRICE THAT DOES EVERYTHING!

Magnecord

P. O. Box 7186 / Tulsa, Okla.

DIVISION of MIDWESTERN INSTRUMENTS / manufacturers of electronic data acquisition instruments

FTC in stop order to Grand Union Co.

A Federal Trade Commission hearing examiner has ordered Grand Union Co., a 340-store supermarket chain in the East, to stop "knowingly inducing" discriminatory advertising allowances from suppliers. The alleged offenses, said by the FTC to have occurred between July 1954 and February 1955, were likened by Examiner John Lewis to broadcast merchandising promotion plans prohibited by the FTC last year (BROADCASTING, May 26, 1958).

The examiner said the plan—by which Grand Union rented space on a large electric sign at 46th and Broadway, New York, to grocery manufacturing concerns supplying the supermarket chain—also involved barter of some $39,000 worth of broadcast time on WCBS-TV and WRCA-TV New York to Grand Union in lieu of rental payments for space on the sign.

Examiner Lewis said Grand Union knew or should have known that the advertising benefits involved in the plan were not being made available to all other competitors on proportionately equal terms. The examiner said the program "was devised as a method of avoiding the necessity for suppliers' having to proportionalize their payments." The broadcast merchandising promotion plan had not been found illegal by the FTC at the time the alleged offenses occurred, he noted.

FATES & FORTUNES

Broadcast Advertising

• FRANK K. MAYERS, account supervisor on Clairol at Foote, Cone & Belding, N.Y., named vp. He has been with agency since 1956, and prior to that was with NBC and McCann-Erickson. PAUL K. HOGUE, account supervisor at FC&B on Liebmann Breweries, appointed vp. Prior to joining agency in 1958, he was senior account executive at McCann-Erickson.

• GEORGE HAMM, account supervisor at Leo Burnett Co., Chicago, and previously food products advertising manager of Armour & Co., elected vp.

MR. HEWITT

• ANDERSON FOWLER HEWITT, formerly senior vp in charge of account management at Kenyon & Eckhardt, N.Y., elected senior vp, director, and member of administrative committee of Compton Adv., that city.

• VICTOR G. KENYON, director of Detroit radio-tv department, JAMES G. MACPHERSON, Detroit account executive, and ALLEN Z. HODSHIRE, radio-tv executive in New York, elected vps of Maxon Inc., Detroit-based agency. BOB HIGGINS, formerly with Jam Handy Organization (motion picture, slidefilm productions), Detroit, joins home office of Maxon as writer in radio-tv department.

• JOSEPH C. DUKE appointed to new post of executive vp for sales administration and pr for Minnesota Mining and Manufacturing Co. He was executive vp for coated abrasives, adhesives and chemicals division. L. F. WEYLAND, executive vp and director of sales, and ARTHUR E. EGGERT vp for public relations, retire effective at year's end.

• GLEN W. FORTINBERRY, formerly assistant to president of Maxon Inc., Detroit, joins D'Arcy Adv., N.Y., as vp.

• WILLIAM W. BELCHER, media buyer with Young & Rubicam, L.A., to McCann-Erickson, that city, as media director. MRS. NORMAN (PETIE) HOULE, formerly with Frank B. Sawdon and KLAC Los Angeles, to M-E as media department estimator.

MR. BALLARD

• JOHN H. BALLARD, formerly president and director of Bulova Watch Co., Flushing, N.Y., to Gruen Industries (watches, clocks, etc.), N.Y., as board chairman and chief executive officer.

• JOHN H. HOEFER, of Hoefer, Dieterrich & Brown, S. F., elected 1959-60 western region chairman of American Assn. of Advertising Agencies, succeeding NORTON W. MOGGE, of Atherton-Mogge-Privett, L. A. JACK W. SMOCK, of Young & Rubicam, L. A., elected vice chairman and JOHN W. DAVIS, of Honig-Cooper, Harrington & Miner, S. F., named secretary-treasurer. Elected to board of governors were R. T. HARRIS, Harris & Montague, Salt Lake City; ROBERT P. HEINTZ, Heintz & Co., L. A.; ARTHUR E. HOUSE, Arthur E. House Adv., Portland, Ore.; ROBERT C. TEMPLE, Fletcher Richards, Calkins & Holden, Hollywood, and Mr. Mogge.

WEST TEXAS MAJOR MARKET—This is a 1000 watt daytimer with a price tag of $115,000.00 with $15,000.00 down and extremely liberal terms on the balance. It is in a major West Texas, fast growth market and capable of doubling the billings. It is now breaking even and has been on the air only a short time.

MIDWESTERN DAYTIMER—500 watt, grossing $8,000 to $8,500 monthly. Located in trading area with population of 146,000. Price $130,000 with $60,000 down. Balance on attractive terms.

HAMILTON-LANDIS & ASSOCIATES, Inc.

BROKERS • RADIO AND TELEVISION STATIONS • NEWSPAPERS

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Ray V. Hamilton	Richard A. Shaheen	DeWitt 'Judge' Landis	John F. Hardesty
1737 DeSales St. N.W.	1714 Tribune Tower	1511 Bryan Street	111 Sutter Street
EXecutive 3-3456	DElaware 7-2754	RIverside 8-1175	EXbrook 2-5671

NATIONWIDE • NEGOTIATIONS • FINANCING • APPRAISALS

MR. SWAN

• ROBERT G. SWAN, formerly vp of Joseph Katz Co., N.Y., and Baltimore, who was with that agency 13 years, announces opening of Swan & Mason Adv. Inc., of which he is president. WILLARD W. MASON, formerly with Oral Roberts Organization in charge of radio-tv production activities and liaison on its advertising program, is executive vp and treasurer of new agency. Headquarters is at 509 Madison Ave., N.Y. Phone: Eldorado 5-3263.

• HAROLD M. SPIELMAN, senior service executive at Schwerin Research Corp., N.Y., named vp.

• FRED ROTH, account executive on Chris-Craft and Bahamas Development Board at Grant Adv. in Miami, named vp.

• FRANKLIN P. JONES, partner in Gray & Rogers, Philadelphia agency, and co-head of public relations and publicity departments, will retire Dec. 31.

• PAUL M. VISSER, account executive with Gardner Adv., St. Louis, promoted to account group supervisor on Eli Lilly & Co. (pharmaceuticals) and Deere & Co. (farm implements).

• CHARLES C. ALLEN, formerly director of research for Blair Tv and Blair Television Assoc., N.Y., joins Kudner Agency, that city, as business manager of radio-tv department.

• LAWRENCE O. HOLMBERG, formerly vp and Chicago office manager of Compton Adv., announces opening of own advertising and marketing consultant firm, bearing his name at 135 S. LaSalle St., that city.

• RICHARD C. ROBERTS, formerly copy group head at Ross Roy Inc., Detroit, to Ritchie Adv., Houston, as head of combined creative and production departments. Ritchie agency has moved quarters to 3815 Garrott.

• WILLIAM M. ALEXANDER, account executive with WFMY-TV Greensboro, N. C., to Hege, Middleton and Neal Adv., that city, as account executive and director of radio-tv.

• LEON A. WORTMAN, formerly advertising account manager at Al Paul Lefton, N. Y., to Kudner Agency, that city, as account executive on service advertising of Sylvania Electric Products, electronic tube and semiconductor divisions. Other Kudner appointments, Sylvania account: FREDERIC J. COWAN named account executive, lighting and electronic systems parts, Chemical and Metallurgical Divs.; ROBERT M. LEHMAN, account executive on Photolamp Divs., and JOHN R. MAZEY, account executive for Home Electronics Divs.

• WARREN R. ERHARDT, manager of media department at Fuller & Smith & Ross, N.Y., appointed associate media director.

• JAMES E. KOVACH appointed vp for radio and tv operations at Waltjen Assoc., Baltimore agency. He was previously manager of WQXR New York, and later program manager of WBAL-TV Baltimore.

• CHARLES A. BOOTH, formerly vp of The Goodman Organization, Los Angeles agency, to Enyart & Rose, Adv., that city, as account supervisor.

• AUDREY LAZIER, formerly with UCLA Medical Center, to Curtis Winters Co., Los Angeles advertising agency, as assistant to president.

• ROBERT J. SMITH promoted from copywriter to radio-tv timebuyer at W. B. Doner & Co., Adv., Chicago.

• M.V. KELLY JR., advertising-pr director, Lawry's Foods Inc., L.A., to Donahue & Co., that city, as account executive.

• ROCHELLE SEGAL, formerly with Compton Adv., N.Y., to Wermen & Schorr Adv., Philadelphia, as timebuyer.

• WALTER R. SMITH JR. and PETER GREEMAN, both formerly with BBDO N.Y., to Norman Craig & Kummel, that city, as account executive and member of copy staff, respectively.

• MICHAEL REMBA, formerly associate copy supervisor at Kenyon & Eckhardt, N.Y., to Cohen, Dowd & Aleshire, that city, in similar capacity.

• EVAN BAKER, formerly sales promotion and advertising manager for Grace Line Inc., to Doyle Dane Bernbach, N.Y., as account executive.

• JOAN K. DEW, formerly in publicity department of RCA Victor, Hollywood, joins that of Kennedy/Walker, Beverly Hills, Calif., advertising agency.

The Media

MR. LEWIS

• SI LEWIS appointed general manager of WNJR Newark, N.J. He was previously in similar capacity with WPOW New York and served as national sales manager of Tele-Broadcasters of Washington Inc.

• CHARLES J. (JACK) SITTA appointed vp in charge of national sales for Knorr Broadcasting Corp., Detroit. Mr. Sitta joined Knorr in 1952 as sales represent-

WBNS RADIO

COLUMBUS, OHIO

John Blair & Co., Representatives

Pulse asked, "If all but one station were to go off the air, what station would you prefer over any other to remain?" 34.3% chose WBNS, beating number two by 11.7%, and number seven by 36.1%.

ative, was given assignment of starting Michigan Spot Sales Inc., advertising sales firm, of which he continues as president. Knorr stations are: WKMH-AM-FM Detroit-Dearborn, WKMF Flint, WKHM Jackson, WSAM-AM-FM Saginaw, and WELL Battle Creek.

MR. MELTZER

• PHIL MELTZER, previously sales manager of KFRC and assistant general manager of KJBS, both San Francisco, appointed station manager of KSDO San Diego. PETER MCMAHON joins KSDO in executive capacity; JERRY NESLER joins its sales department.

• ARTHUR E. HALEY, WILLIAM H. SPENCER, DALE MOUDY and COLLIS A. YOUNG, general managers of WEZE Boston, WIZE Springfield, Ohio, WING Dayton, Ohio, and WCOL Columbus, Ohio, respectively, elected vps of Air Trails Network, which owns those stations as well as WKLO Louisville, Ky.

• KERSH WALTERS, sales manager of WRAP Norfolk, Va., appointed general manager of WGEE Indianapolis. Both are Rollins Broadcasting stations.

• DANIEL MARTIN promoted from sales manager to station manager of WNDU South Bend, Ind. BAZIL O'HAGEN, chief engineer at WNDU-AM-TV, assumes additional duties of assistant general manager of WNDU-TV. EDWARD L. DOYLE, public affairs manager of Notre Dame U. properties, named acting program manager of WNDU-TV.

• WILLIAM SHERRY, formerly account executive with WRCV Philadelphia, to Herald Tribune network's WVOX-AM-FM New Rochelle, N. Y., as manager. He succeeds FRED BECK, named network regional sales manager, New Rochelle headquarters. Other Herald Tribune stations are WVIP Mt. Kisco, WGHQ Saugerties and WFYI Mineola, all New York.

• WALLACE DUNLAP, formerly general manager of WXHR (FM) Boston, and MARVIN SELLER, formerly with sales staff of WGBB Freeport, N.Y.. to WFYI Mineola, N.Y., as manager and acting sales manager, respectively.

• BRUCE LANSBURY, assistant program director of KABC-TV Los Angeles, appointed assistant program director, development, CBS-TV Hollywood, effective Nov. 2. ROBERT B. HOAG, account executive with CBS Television Network Sales Dept., named assistant program director, administration, Hollywood. He was previously sales manager of CBS's KFMB-TV San Diego and president of Hoag-Blair, station representative.

MR. PETERSON

• HOWARD O. PETERSON, formerly general manager of KTVH (TV) Hutchison-Wichita, Kans., appointed vp and general manager of KFBI Wichita, succeeding JOE KIRBY, who has resigned. Mr. Peterson was previously sales manager of KMTV (TV) Omaha.

• JAMES K. RICHEY, formerly managing director of KURL Billings, Mont., appointed sales manager of KMUR Salt Lake City.

• ARTHUR WITTUM, audience promotion manager of WBBM-TV Chicago, named advertising and sales promotion manager of KNX Los Angeles and CRPN, effective Nov. 9. He succeeds PHIL HILLMAN, appointed to similar capacity with *Media Agencies Clients*, west coast advertising publication.

• LLOYD H. OLIVER, formerly farm director of KRNY Kearney, Neb., promoted to manager. BOB TEMPLETON, news director, named program director. JAC L. BYE appointed sales manager.

• JAMES E. ANDERSON, formerly sales manager of WFMT (FM) Chicago, appointed vp in charge of sales for WNIB (FM) Chicago.

• AL HEACOCK, national program director for Bartell Family Radio, moves from headquarters at KCBQ San Diego to WADO New York (formerly WOV). Programming operations of group have been transferred to east coast. JOAN RUTMAN, formerly media manager at Grey Advertising, N.Y., joins Bartell in that city, as assistant to director of national sales.

• STANLEY CHERRY, director with KABC-TV Los Angeles, named assistant program director, effective Nov. 9.

• RICHARD L. POWERS, account executive with KCKN Kansas City, appointed commercial manager and promotion chief of WCMS Norfolk, Va. Both are Continental Broadcasters stations.

• A. J. (BLONDY) STAHMER, account executive with KXA Seattle, Wash., for past nine years, appointed local sales manager.

• W. PENDLETON (PEN) BROWN, formerly announcer with KFBB-TV Great Falls, Mont., to WICU-TV Erie, Pa., in similar capacity. WILLIAM STANLEY, formerly radio news editor at WICU, resigns to rejoin WKRZ Oil City, Pa., as station manager. He had previously been with that station as news editor.

MR. FAULKNER

• RICHARD F. FAULKNER, account executive with NBC Radio Network Sales, Chicago, promoted to sales manager of WMAQ, that city, effective Nov. 16. He succeeds RUDI NEUBAUER, who retires after 30 years' service with NBC-owned station.

• JIM MATTHEWS, assistant director of advertising and sales promotion, KYW-TV Cleveland, to similar position with KTLA (TV) Los Angeles.

• JACK ELLIOTT appointed program director of KXOX St. Louis, succeeding LARRY MONROE, who resigned. Mr. Elliott will also continue as air personality.

• HERBERT V. AKERBERG, for years in station relations at CBS, recently consultant to network, has retired to his home in Scottsdale, Ariz. (6514 E. Exeter Blvd.).

• CHARLES HUTAFF, formerly head of

SWINGLES* CUSTOM MADE ONLY $38 ON CONTRACT U.S. only

the JINGLE MILL

*SWINGLES are swinging jingles that sell your station, win audience loyalty.

COMMERCIAL SWINGLES, TOO. Complete custom-made — no open ends and no inserts.

SWINGLES are so good, over 700 stations have ordered, 98% re-ordered. Put this record to work for you, too! Write, wire, or phone.

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his own pr, program production and promotion firm in Cleveland, joins WGR-AM-FM-TV Buffalo, N.Y., as promotion manager.

• KALAMAN B. DRUCK, vp of Carl Byoir & Assoc., N.Y., has established pr counselling firm, bearing his name, at 420 Lexington Ave., N.Y.

• RED JONES named program manager of KILT Houston. He continues as air personality.

RTNDA election

WILLIAM SMALL, WHAS-AM-TV Louisville, was elected president of Radio-Tv News Directors Assn. during closing sessions of its 14th annual convention in New Orleans (see page 80). He succeeds RALPH RENICK, WTVJ (TV) Miami, Fla.

MR. SMALL

Other officers named at a business meeting Oct. 16 were JACK KRUEGER, WMTJ-AM-TV Milwaukee, board chairman (re-elected); WILLIAM MONROE, WDSU-AM-TV New Orleans, first vice president; JULIAN GOODMAN, NBC New York, first vice president for tv; RICHARD CHEVERTON, WOOD-AM-TV Grand Rapids, Mich., first vice president for radio; LEE F. WHITE, KROS Clinton, Iowa, treasurer. Under new procedure adopted at the convention, Mr. Monroe is also president-elect for 1961, when the convention will be held in Washington, D.C.

Elected directors for three-year terms each were PAT CULLEN, KHQ-AM-TV Spokane, Wash.; ED RYAN, WTOP-AM-TV Washington, and BERT CANNING, CFCF Montreal, Canada; for a two-year term, PHIL BERK, KOMU-TV Columbia, Mo., and for one year, SHELDON PETERSON, WTCN-AM-TV Minneapolis-St. Paul.

Named regional vice presidents were WILLIAM R. SHEEHAN, WJR Detroit; JOHN THOMPSON, NBC Los Angeles; BRUCE PALMER, KWTV (TV) Oklahoma City; CRAWFORD RICE, WTVT (TV) Tampa, Fla.; PAUL BOUDREAU, CKAC Montreal.

JAMES SNYDER, Washington news chief of Westinghouse Broadcasting Corp., was appointed chairman of the RTNDA Freedom of Information Committee, succeeding JOHN F. LEWIS, WBAL Baltimore, Md.

• ROBERT C. TROUP, formerly president of International Media Exchange Club, to CBS-TV, N.Y., as account executive in production sales department. ROSARIO P. IANNELLI, formerly regional manager, Modern Teleservice, Chicago, and ROBERT H. FOSTER, sales manager of Audio-Video Recording Co., also join CBS-TV's production sales as account executives.

• BOB MORROW and TOM WHITE to WINS New York, as sales promotion research director, and sales staff member, respectively.

• H. WILSON LLOYD, formerly vp of Stephen Fitzgerald & Co. (pr firm), N.Y., has formed general pr firm, bearing his name. Offices are located at 555 Fifth Ave., N.Y.

• DON ROSS joins WXEX-TV Richmond-Petersburg, Va., as news director and newscaster.

• FLOYD FARR, of KEEN San Jose, Calif., elected to NAB Radio Board of Directors, representing District 15, which covers Northern California and Northern Nevada. Mr. Farr will fill out term of JOE D. CARROLL, who resigned in August following his departure from KMYC Marysville, Calif.

• BOB COLE, national sales representative with KNXT (TV) Los Angeles and CTPN, promoted to account executive. LOUIS SWEENEY, sales service manager succeeds him.

• GEORGE W. MOORMAN, speech and drama instructor at West Georgia College, to U. of Alabama Broadcasting Services as chief of production and assistant professor of radio-tv. Other appointments there: THAD B. MCCARTY JR., formerly with J. Walter Thompson, N.Y., as account representative, named chief of operations; EDMUND CENEDELLA named producer-director for Fund for the Advancement of Education project.

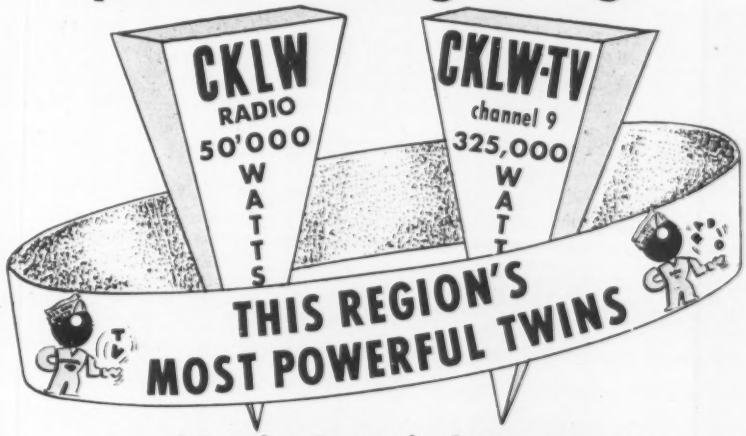
• ARCHIE A. LEE rejoins Los Angeles office of Harshe-Rotman, public relations firm, as account executive, following two years in that capacity with Hill & Knowlton.

• JIM BURTON joins KIOA Des Moines, Iowa, as account executive.

• GENE WERMAN joins WCAE Pittsburgh as account executive.

• HERBERT L. KRUEGER, vp of WTAG Worcester, elected president of Massachusetts Broadcasters Assn., succeeding W. C. SWARTLEY, Westinghouse Broadcasting Co. area vp for WBZ-AM-TV Boston. Other officers: THOMAS Y. GORMAN, vp of WEEI Boston, vp; RICHARD E. ADAMS, general manager of

POWER...your most potent selling wedge!



-and in the Detroit Area you get either or both at the Lowest Rates of any other Major Station.

CKLW • CKLW-TV GUARDIAN BLDG. DETROIT

ROBERT E. EASTMAN & CO., INC. Natl Radio Rep | YOUNG TELEVISION CORP. Natl TV Rep | J. E. CAMPEAU President

WKOX Framingham, treasurer, and OTTO F.A. ARNOLD, general manager of WBSM New Bedford, secretary. Elected to board of directors: Mr. Swartley; EARLE G. CLEMENT, WBET Brockton; J. GORDON KEYWORTH, WMNB North Adams; WILLIAM G. MCGRATH, WHDH-AM-TV Boston, and WILLIAM L. PUTNAM, WWLP (TV) Springfield.

• LEN DILLON, formerly sports director and sportscaster with WFAS White Plains, N.Y., to NBC, N.Y., as sports editor.

• MURIEL J. BAKER, formerly associate personnel and management director at Donahue & Coe, N.Y., to The Katz Agency, station rep, that city, as personnel supervisor.

• LARRY COY, formerly northern California advertising manager of *Look* magazine, to sales staff of KYA San Francisco.

• MANGHAM LEHR, film director of WHA-TV Madison, U. of Wisconsin station, to WBAA West LaFayette, Ind., Purdue U. station, as assistant program director.

• MORNA CAMPBELL joins news department of WTOP-AM-FM-TV as reporter, writer and newscaster.

• BILL FINCH, peviously manager of KCSR Chadron and KDUH-TV Hays Springs, both Nebraska, joins sales staff of WSUN-TV St. Petersburg, Fla.

• LEW HARRIS promoted from announcer to public affairs director of WWL-TV New Orleans, succeeding PHILIP PETTY, who has resigned.

• BERNARD E. URY joins Chicago office of Harshe-Rotman, national public relations firm, as account executive.

• ROBERT N. PROVENCE, program director of WSOC-TV Charlotte, N.C., resigns to join American Commercial Bank, that city, as assistant vp on public relations staff.

• RAYMOND CADDELL, of WHSC Hartsville, elected president of South Carolina Associated Press Broadcasters, succeeding PAUL BENSON, WJMX Florence. Other officers: TED PREVATTE, WPCC Clinton, vp; Mr. Benson, and FRANK ESTES JR., WWBD Bamberg, directors.

• DAVID FORD, formerly with pr staff at Institute of the Aeronautical Sciences, N.Y., to tv department, Joe Wolhandler Assoc. (pr firm), that city.

KWK's new team • WILLIAM L. JONES JR., general manager of KWK St. Louis (seated), announces station's new executive appointments. L to r: GIL NEWSOME, program director and air personality, named station manager; DON HAMEL, formerly with Headley-Reed, (the station's national sales representative), named general sales manager: GENE DAVIS, formerly air personality with WHB Kansas City, appointed program director. Mr. Newsome and Mr. Davis will continue to be heard over KWK.

• DAVE DEAN, air personality with KANS Kansas City, promoted to music director.

• GREG MASON, air personality, moves from WNOE New Orleans to KYA San Francisco.

• MAGNIFICENT MONTAGUE, to KXLW St. Louis as air personality.

• GENE GILLIGAN, formerly reporter and staff writer with *San Francisco Call-Bulletin*, to news staff of KSFO San Francisco.

• FRANK POLLACK, air personality, moves from KDAY Santa Monica, Calif., to KRLA Los Angeles.

• WILLIAM HILZ joins sales staff of WSWM (FM) East Lansing, Mich.

• DON HOYLE joins KMTV (TV) Omaha as weathercaster. He was previously with WTVH (TV) Peoria, Ill., and WANE-TV Fort Wayne, Ind.

• DAVE SLY, news and weather announcer with WILX-TV Onondaga-Parma, to WOIA Saline, all Michigan, as news reporter and announcer.

• QUINTILIO CERA, RONALD HANSEN and FRED B. STORMS, graduates of Northwest Schools, Portland, Ore., join KWTV (TV) Oklahoma City, WSPD-TV Toledo and WHIZ-TV Zanesville, Ohio, respectively.

• JERRY DEXTER, air personality, joins KVI Seattle, Wash.

• ARNOLD BORNSTEIN formerly copy editor on *The New Haven* (Conn.) *Register*, to news department of WBAB Babylon, N.Y.

• WAYNE FARRAR joins announcing staff of WSVA-AM-FM-TV Harrisonburg, Va.

• JUDIE STEVENS, formerly with WTWN St. Johnsbury, Vt., to WCSH Portland, Me., as air personality.

Programming

• RALPH BARON, formerly with regional sales staff of Independent Television Corp., to Arrow Productions, N.Y. (division of ITC), as spot sales manager.

• FRANK O'CONNOR, formerly vp in charge of new programming at Ted Bates, N.Y., to California National Productions, Hollywood, as coordinator of new program development. Other CNP appointments, West Coast: MARSHALL WORTMAN, formerly general assistant manager of Sam Goldwyn Studios, as director of business affairs; TOM MCKNIGHT named executive producer.

• HAROLD (SCRAPPY) LAMBERT, talent representative and tv packager, joins Independent Television Corp., Beverly Hills, Calif., as west coast contact and liaison with networks and clients on ITC programs.

• JOHN F. COX, public service director

of WBNS-TV Columbus, Ohio, appointed television coordinator for National Education Assn., Washington. He will assume creative and administrative duties, developing and producing programs and films.

• EDWIN J. SMITH resigns as vp and director of international operations of ABC Films.

• ELLIOT MILLNER, formerly research project director at Doyle Dane Bernbach, N.Y., to Independent Television Corp., that city, as research director.

• DON DILLION, formerly production operations manager with CBS-TV, Chicago, named production manager of *Playboy Penthouse*, series on WBKB (TV) Chicago, sponsored by *Playboy* magazine.

• JACK DONAHUE, tv producer-director of several Frank Sinatra, Red Skelton and George Gobel programs, to NBC-TV as producer-director of Dean Martin and Cyd Charisse shows.

• JAMES BARNETT named story editor of Warner Bros. Tv Div. with CARL STUCKEY as assistant story editor. Messrs Barnett and Stuckey had been assistants to Jack Emanuel, former story editor.

• HET MANHEIM, writer-editor of tv dramas, named head of new program development department, Ashley-Steiner (talent agent), L.A. He will work closely with agency clients in preparing and creating tv series and movie packages.

• CY HOWARD, creator of *My Friend Irma, Life with Luigi* and other series, signs five-year contract to create and develop programs for Desilu Productions, Hollywood.

• MRS. DOROTHY ZALL promoted to treasurer of Animation Inc., Hollywood producer of animated tv commercials. Mrs. Zall, who was comptroller of firm for past two years, has also been elected to board of directors. MRS. MARIE KLEIN, formerly secretary and treasurer of company, will now devote full time to duties of secretary.

• GENE JOHNSON named director in charge of promoting and discovering talent for *Jamboree* show of WWVA-AM-FM Wheeling, W. Va. Mr. Johnson will continue to maintain own talent agency in that city.

Equipment & Eng'ring

• CARROLL R. MINER, formerly manager of television product engineering with General Electric's Major Appliance Div., Syracuse, N.Y., appointed chief engineer of Hoffman Electronic Corp's Consumer Products Div., L. A.

• WILLIAM S. SADLER, chief engineer of WSTP-AM-TV St. Paul-Minneapolis, resigns to assume presidency of Minnesota Radio & Television (Miratel Inc.), St. Paul. He is one of founders of company which manufactures closed-circuit tv and special purpose electronic equipment.

• HAROLD A. CARR, traffic manager for CBS Electronics, Danvers, Mass., to similar position on corporate staff of Raytheon Co., Waltham, Mass.

• S. GEORGE LAWSON, operations manager in charge of photolamp and incandescent lamps for Lighting Products Div. of Sylvania Electric Products, named to similar position with Sylvania's Semiconductor Div., Woburn, Mass.

• DONALD G. PATERSON named product marketer for Motorola's power transistor line, Semiconductor Products Div., Phoenix, Ariz. Other product marketers appointed in that division: G. EDWARD PAVLIK for firm's industrial alloy and mesa transistor products; H. BRUCE WEST for rectifier and diode products.

• TOM PARRISH, formerly promotion director of Universal Recording Corp. and manager of its tape duplicating department, appointed director of audio programming for special products division of Conley Electronics Corp., Chicago. He will supervise recording of special music used in Moodmaster, one-reel tape background system, and also serve as consultant to distributors.

International

• J.W.R. GRAHAM appointed CBC director of television operations. He was assistant director of television operations, Ontario.

• CHARLES W. FENTON, for past five years national radio sales director of Canadian Assn. of Broadcasters, to Stephens & Towndrow Ltd., radio station representatives, Toronto.

Deaths

• CHARLES BROWN, 62, vp of Bing Crosby Enterprises from 1949-57 and previously advertising director of both NBC and RCA died Oct. 17, following heart attack in Los Angeles. Formerly president of Academy of Television Arts & Sciences, Mr. Brown was advertising manager of Transcon freight lines at time of his death.

• GEORGE H. HALPIN, 69, vice chairman of executive committee of Minnesota Mining and Manufacturing Co., died Oct. 19 in Minneapolis.

KUDL NOW #2 In Kansas City Share of Audience
Hooper, July-Aug., 1959
Mon.-Fri., Noon to 6 PM
MORE LISTENERS PER DOLLAR!
BEST BUY BY FAR
KUDL
Irv Schwartz
V.P. and Gen'l Mgr.
Adam Young, Inc.
Nat'l Rep.

We had a bunch of the boys * in . . .
*local advertising agency men, and local advertisers.
. . . they watched ABC's CLOSED CIRCUIT PREVIEW . . . heard about K-7 and agreed . . . the TV picture in Amarillo has changed!
Locally, They're Sold on KVII-TV!
Take a tip from the local boys who really know the market . . . buy K-7! Get the whole K-7 picture from your Bolling man.
KVII-TV
amarillo, texas
C. R. "Dick" Watts
Vice-President and General Manager
abc
Represented nationally by the Bolling Company

TV INTERCITY LINKS EXPAND

About 600 used to connect station groups

There are "almost 600 links in use over more than 10,000 circuit lines comprising a multiple-hop tv transmission system launched in 1955 for inter-city and community usage, an RCA representative told electrical engineering and electronic delegates in Chicago, a fortnight ago.

The report was given by John J. Clarke during a symposium on radio communications and tv-aural broadcasting at the fall general meeting of the American Institute of Electrical Engineers. Delegates attended both the AIEE meet at the Morrison and the 15th annual National Electronics Conference in the Sherman Oct. 11-16.

Mr. Clarke noted that with the maturing of the tv broadcasting industry, "there has been an increase in the demand for interconnection of small groups of stations as well as widely separated facilities of single stations. Community antenna systems and other closed circuit installations are adding to such demands." He added that private ownership of such facilities is "often attractive" compared with rental of common carrier service, which is best, however, for large transcontinental network systems.

Multiple-hop • The TVM-1 multiple-hop tv transmission system, which has other special applications, is proved satisfactory for systems up to 200 or 300 miles in length and has accounted already for a good percentage of the nearly 600 links now in use. The system has been continuously developed since it was launched in 1955, he reported.

TVM-1 superseded an earlier system after World War II, establishing the advantage of microwave techniques for tv transmission but not intended for multiple-hop or color signals, now provided by TVM-1. Mr. Clarke noted it is economical and efficient for inter-city and community applications. Radio relay systems consisting of 15 hops can be designed, according to lab measurement findings, he added.

AIEE presented three medals to leading engineers for professional achievement—the Morris E. Leeds Award for electrical measurement, won by Dr. Herbert B. Brooks, retired from the U.S. Bureau of Standards; the Habirshaw Award for transmission-distribution—William A. Del Mar, and the AIEE Medal of Electrical Engineering Education, presented to Dr. Gordon S. Brown, engineering dean, Massachusetts Institute of Technology. Each consisted of a medal, certificate and $500 check. A medal for "outstanding achievement in electronics" will be given by AIEE in 1960 in the name of Gen. David Sarnoff, RCA board chairman (AT DEADLINE, Oct. 12).

Among developments at the sister-NEC meeting:

• A report on the use of radio noise from the sun to calibrate large antenna systems—by a team of U. of Illinois engineers (Myron E. Armstrong, Prof. George W. Swenson Jr., Richard L. Sydnor and Prof. Harold D. Webb).

They reported it is "feasible to use the sun as a radio source, based on experiments at the U. of Illinois. They put a 28-foot antenna in a dish-shape unit atop an electrical engineering building and use it to receive radio signals bounced off the moon and to track rockets shot at the moon, or study radio noises from the sun and from space. The moon project is financed by the Army Signal Corps.

• A report on major design requirements and techniques for an airborne magnetic tape recorder—by M. E. Harrison and E. P. Brandeis, Ampex Corp. Their conclusion:

"Airborne data acquisition is a rapidly growing and changing field. New techniques are being used and the capabilities of familiar systems are being extended. While magnetic tape recording has grown from a relatively unknown method of data acquisition to a major technique in the last dozen years, its full capabilities are far from being realized. Data acquisition technology is certain to benefit greatly as the art of magnetic tape recording continues forward."

Interference increase with space advances

Radio frequency interference problems will become more complex and acute as space technology improves, a Defense Dept. official has asserted in Chicago.

G. P. Sutton, chief scientist for the department's Advanced Research Projects Agency, also pointed out that new techniques for protecting the nation against enemy ballistic missiles must accompany space-age advances. He addressed the opening session of a conference on radio interference reduction and electronic compatibility at the Museum of Science and Industry. Over 350 Army and industry scientists and educators attended the fifth annual three-day conference conducted by Armour Research Foundation of the Illinois Institute of Technology under sponsorship of the U. S. Army Signal Research and Development Lab.

Mr. Sutton declared: "While the volume of information transmitted with electro-magnetic waves has increased steadily and rapidly, and while we have conceived of many new ways in which we can use radio waves for military and commercial purposes, the electromagnetic spectrum from which we can choose our transmission frequencies has not grown substantially in size in the same period."

"If you consider the problems of defending yourself against a multiplicity of simultaneously arriving enemy ballistic missiles," Mr. Sutton added, "the interference problems become immediately evident."

A highly complex potential weapon system including wide-coverage radars and separate specialized tracking radars is necessary, he felt, and automatic control by radio of interceptor missiles and other electronic defense systems also must be quickly achieved.

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RCA 7038

ALLIED is the world's largest supplier of power and special-purpose tubes for broadcast station use. Look to us for immediate, expert shipment from the world's largest stocks of electronic supplies and equipment.

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Collins Radio reports its highest earnings

Highest earnings in the Collins Radio Co., Dallas, Tex., history are announced in its report for the fiscal year ended July 31.

Collins' net income (including its subsidiaries): $3,718,817 on sales of $117,864,000. The year before an operating loss of $259,749 was offset by a tax refund and adjustment of profit limitation reserve, resulting in a credit to earned surplus of $1,081,975. Sales that year were $107,569,000.

Fiscal 1959's earnings are equal to $1.95 a share, based on 1,813,347 common shares outstanding, including 69,744 shares issued Aug. 15, 1959, as a 4% stock dividend. In 1958 the credit to surplus was equal to 54 cents on the common shares then outstanding, as adjusted.

Medal to Sarnoff

Brig. Gen. David Sarnoff has accepted the Christopher Columbus International Award for achievement in telecommunications from Italian President Giovanni Gronchi on behalf of himself, Dr. E.W. Engstrom, senior executive vice president of RCA, who was present, and Dr. V.K. Zworykin, RCA honorary vice president, who was honored in absentia. The award consists of a purse and a gold medal.

Gen. Sarnoff, in a brief acceptance speech, voiced a hope technology could be utilized for peaceful purposes and said, "our paramount need today is for Columbuses, Marconis and Toscaninis of the human spirit to help close the gap between technological and moral progress."

Orr-Ampex merger

The merger of Orr Industries, Opelika, Ala., magnetic tape producer, into Ampex Corp., Redwood City, Calif. became effective Oct. 7, George I. Long Jr. president of Ampex announced. The agreement had been reached in July and was submitted to stockholders for ratification before the agreement became final. (BROADCASTING, July 6). Holders of the common stock and stock purchase warrants issued by Orr Industries Inc. are now entitled to exchange their Orr shares for Ampex shares on the basis of one share of Ampex for 2.2 of Orr.

Under the merger, Orr Industries Inc. is now operating as "Orr Industries, a Division of Ampex Corporation."

• Technical topics

Strength's the same • General Electric Co., Syracuse, reports development of a square-cornered 23-inch picture tube which does not employ an attached safety plate. The tube, which carries type number 23KP4, has conventional strength without the necessity of an integral panel. The 23-inch wide angle tube weighs approximately 3½ pounds more than the standard 21-inch, 110 degree tube, but has an increase of about 20 square inches in picture area. The new tube was developed by Kimble Glass Co., subsidiary of Owens Illinois, in cooperation with GE.

For holding an audience • Shure Bros. (electronic components), Evanston, Ill., has published a new booklet for those who want to improve their microphone techniques. The eight-page manual, titled *Your Basic Tool for Holding An Audience*, is intended for businessmen, educators, entertainers, recording enthusiasts and others who have occasion to use public address systems. Copies are available from Shure Bros., 222 Hartrey Ave., Evanston, Ill.

For tape recorders • Chemtronics Inc., Brooklyn, N.Y., announces a new chemical for cleaning playback, record and erase heads and pressure rollers and eliminating "tape squeal." The new cleaner, guaranteed not to affect plastic parts, is said to increase the life of tape and tape heads, improve fidelity and reduce distortion. The cleaner is packaged in a two-ounce bottle and comes with a felt applicator.

Tripod introduction • National Cine Equipment Inc., New York, announces an introductory offer for its new "Hydrofluid" ball-leveling, pan and tilthead tripod designed for professional cameramen. The aluminum tripod has a pan of 360 degrees, a tilt of 80 degrees and a maplewood base with self-aligning leg locks. It is designed for all cameras of 40 pounds or less. Special introductory price: $329.

Worker ideas • Employe suggestions saved RCA more than $1 million last year. For its program, setting a record in company history, RCA received the annual award of the National Assn. of Suggestion Systems for the greatest increase during 1958. M.G. Young, RCA personnel services administrator, accepted a plaque for his firm at the associations's St. Louis convention.

RCA's 1958 report • RCA's employe suggestion system reports 15,046 suggestions submitted, 2,948 adopted and $112,251 awarded employes responsible for the million dollars' worth of ideas. The suggestion system has been in use by RCA for 27 years.

Oldest mike • Astatic Corp. (microphone manufacturer), Conneaut, Ohio, is running a contest to find the company's oldest Model D-104 owned by an amateur operator. Prizes: A working model sterling silver D-104, a standard D-104 or a Model 10-D or 10-C microphone. Nine hams with the next-to-oldest D-104's will be offered a standard D-104, a 10-D or a 10-C. The contest is open to licensed hams. Entries must contain the mike's serial number and the station's call. Deadline: Dec. 1.

RCA NET PROFITS CLIMB 28%

Sales exceed $978 million in nine months

Net profit for RCA and its subsidiaries in the first nine months of 1959 rose 38% over the corresponding period of 1958 to $27.3 million, it was announced last Thursday (Oct. 22) by David Sarnoff, board chairman and John L. Burns, president.

Sales for the period were reported at $978.2 million, compared with $834.8 million for the same nine months of 1958. Third quarter sales were listed at $344.5 million, and net profit (after federal taxes) at $7.9 million, as against $292.2 million in sales and $6.3 million in net profit for the 1958 corresponding period.

The earnings per share of common stock for the third quarter were placed at 51 cents, said to be an increase of 28% over earnings for the comparable 1958. Total nine-month earnings per share were reported at $1.80, up 43% from the first three quarters last year.

RCA's consolidated statement of income:

	1959	1958
For nine months ended Sept. 30		
Products and services sold	$978,200,000	$834,800,000
Cost of products and services sold and other operating costs	923,900,000	795,200,000
Profit before federal taxes on income	54,300,000	39,600,000
Federal taxes on income	27,000,000	19,800,000
Net profit for nine months	27,300,000	19,800,000
Preferred dividend	2,400,000	2,400,000
Balance for common stock	24,900,000	17,400,000
Earnings per share of common stock	1.80	1.26
For quarter ended Sept. 30		
Products and services sold	344,500,000	292,200,000
Cost of products and services sold and other operating costs	329,000,000	279,600,000
Profit before federal taxes on income	15,500,000	12,600,000
Federal taxes on income	7,600,000	6,300,000
Net profit for the quarter	7,900,000	6,300,000
Preferred dividend	800,000	800,000
Balance for common stock	7,100,000	5,500,000
Earnings per share of common stock	.51	.40

Net profits reported above are necessarily based in part on approximations and are subject to audit and year-end adjustments.

Contest winners 'ham it up' on tv

Here's your chance to appear on TV...
EARN A TV STAR'S SALARY FOR A DAY!
ENTER THE "U.S. BORDER PATROL" CONTEST NOW!
Send a postcard (no letters accepted) to:
U. S. Border Patrol
WTVJ, Channel 4
P. O. Box 2770
Miami, Florida
and complete this sentence in 25 words or less:
"I would like to appear with Dick Webb in an episode of U.S. BORDER PATROL because _____"
(Include your name, address, age and phone number)
There are no age restrictions.
Contest closes Sun. Sept. 13.
Two winners will be selected by Dick Webb and will be paid to appear in an episode of U.S. BORDER PATROL to be filmed in Miami between Sept. 14 and Sept. 25. Ten runners-up will be invited to have lunch with Dick Webb and go on location to watch the filming of the "U.S. Border Patrol" Show.
Watch "U.S. BORDER PATROL" Every Sunday at 6:30 p.m.
YOU'RE RIGHT ON 4

WTVJ'S TEASER AD

When *U.S. Border Patrol*, a CBS Film Sales Inc. syndicated film show, went on location in Miami, WTVJ (TV), the local station carrying the program, worked up an unusual audience promotion campaign.

A contest was held offering two local citizens the opportunity of appearing on *Border Patrol*. The contest was a simple, 25-words-or-less write-in, completing the sentence: "I would like to appear with Dick Webb in an episode of *U.S. Border Patrol* because . . ." There were no age restrictions imposed on contestants.

After the contest closed following a two-week promotion effort, which included newspaper ads and 187 spots plugging both the contest and the show, 1,638 entries had been received.

A week after his arrival in Miami, Mr. Webb appeared on WTVJ to announce the winners: a housewife and an apartment house superintendent. The winners were announced also on a total of 28 spot announcements which also carried plugs for the showtime of *Border Patrol*.

The two top winners appeared in a gambling scene and received $125, which WTVJ described as "a tv star's salary for a day." Ten runners-up were offered the opportunity of spending a day with program star Dick Webb, "on location."

Associated Activities • WTVJ News got into the act by filming Mr. Webb's arrival, the visit of the 10 runners-up to the *Border Patrol* location, the appearance of the two contest winners on the program, and special activities held for the two alternate week sponsors of the show on WTVJ: Amoco and Duffy-Mott.

Activities for the sponsors were varied. A full day's activities for 41 Amoco dealers included a visit to the program's location and lunch with Mr. Webb. Also each dealer had his picture taken with the program's star for display in his service station.

Duffy-Mott, which had just signed for sponsorship of the program wanted to let buyers at major food chains and independent stores know that Duffy-Mott products would be pre-sold through *Border Patrol*. Names of the children of the food-buyers were obtained and they and their parents were invited by WTVJ's "Skipper Chuck" to a party to be co-hosted by "Skipper Chuck" and Mr. Webb. Of 68 children invited, 49 attended, representing every chain and independent group.

When the party was over, each family received a shopping bag full of Duffy-Mott products. Each bag was imprinted with the family's name and "Duffy-Mott sponsors *U.S. Border Patrol*."

While the filming is over, the promotion lingers on. The Miami episodes will be shown in late November and early December. WTVJ has already prepared ads reading "See Miami scenes tonight on *U.S. Border Patrol*."

False 'arrest'

Two policemen marched into the studios of KELP El Paso, Tex., recently and arrested disc jockey Tom Thacker while he was broadcasting. He was held in the local bastille until his listeners "bailed" him out with contributions to the local chapter of the National Foundation.

Mr. Thacker was arrested on a Friday afternoon. He was behind the mike, instead of behind bars by the following Monday afternoon.

Multicast

WSAZ Huntington, W.Va., had its remote microphones at the scene of four area football games on Friday, Oct. 9. The station switched to whichever game was the most exciting at the moment, and managed to broadcast 10 of the 14 touchdowns scored in the four games.

Play-by-play announcers report seeing more portable radios than ever before, with fans watching one game and listening to WSAZ for late developments of the other three.

• Drumbeats

Pornography alert • A new 15 minute public service program—*Alert*—is being started by KSON San Diego. The program will campaign against pornographic literature now being sold on newstands and sent to minors through the mail. Civic, religious and club leaders will be asked to suggest remedies for combatting the problem.

Dog house • Prince, the 19-month-old German Shepherd mascot of the Fourth Infantry Div's MP detachment, Fort Lewis, Wash., has a new home. He has been named "Dog of the Year" by KING Seattle. Prince has been credited with saving his master's life when a rattlesnake was about to strike on a firing range last summer. As "Dog of the Year," Prince received a three-room dog palace and a $250 high-fashion dog wardrobe. (BROADCASTING, Oct. 5).

Smoke signals • An estimated 8,000 people attended the dedication of the "KXOK Totem Pole" erected on the grounds of KXOK St. Louis. The pole

was carved by Chief Sequiche, a full blooded Cherokee. It has carvings representing each of the seven states covered by the station's signal.

Pick that corn • Over 7,000 people attended the eighth annual Nebraska State Mechanical Corn Picking Contest at Neligh, Neb. The event was co-sponsored by WOW-AM-TV Omaha, the U. of Nebraska College of Agriculture and the Neligh Chamber of Commerce. Though the contest site was 140 miles from WOW's home base, the station sent 12 men and two mobile units to cover the event.

Homework • Student tune-in to the premiere of *CBS Reports* tomorrow (Oct. 27) on CBS-TV, 10-11 p.m. EST, should get a boost through classroom promotion. A four-page study guide for the show was prepared by the National Education Assn. and mailed to tens of thousands of high school teachers as part of the NEA continuing "Resources for Teachers" program. In the series opener, Edward R. Murrow and expert guests give the "Biography of a Missile."

Theophilis Thistle • Philadelphians are being given the opportunity to stump air personalities of WIBG, that city. They are sending "Tongue Tanglers" to the station. If their phrases are used, and the personality fluffs, WIBG pays the sender $1. In the first three weeks, 3,262 entries have been received, and they're still coming in. Payoff to date—$21.

Finders, keepers • WRCV Philadelphia has hidden three certificates, worth a total of 1 million trading stamps, somewhere in the city. The stamps are prizes in a "Finders Keepers" game. Clues concerning their location are broadcast daily by the station.

Second home • NBC news commentator Morgan Beatty was startled to see sign reading "Future home of Morgan Beatty" as he drove through Savannah, Ga. Upon investigating, he found that the new building, so labeled, is actually the future home of WSAV-AM-TV. The sign is changed each week to feature a different radio or tv personality.

Borge & Tuborg • There's nothing like a Dane to plug one of Denmark's outstanding potables—Tuborg beer—and Victor Borge (l, above) was the accommodating native during his hour-long Pontiac special on NBC-TV. Program was a tribute to Mr. Borge's native country, and one of the sequences was the comic's portrayal of a Tuborg beer truck driver. It was "a happy coincidence" that the Tuborg sequence, cleared by Pontiac, broke the same week that the beer company started an extensive spot radio campaign on WNEW, WNCN-FM, WBAI-FM and WQXR-AM-FM, all New York, according to spokesman for Erwin Wasey, Ruthrauff & Ryan agency for Tuborg. Everything's fine in the state of Denmark.

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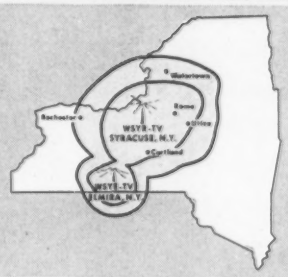

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BRITISH TV: AT UHF CROSSROAD?

General reappraisal expected of program and technical policies

The phenomenal success of commercial television in the United Kingdom since its advent four years ago has precipitated new problems that must be resolved soon, not even excluding a possible move from vhf to uhf to accommodate additional program services or networks as well as color.

Interviews with government authorities heading the competitive noncommercial British Broadcasting Corp., and the Independent Television Authority (ITA) as well as the heads of the four major program contractors, elicited the unanimous view that additional programming service must be provided, but widely divergent ideas as to how it should be achieved. All were agreed, however, that a new all-inclusive study, either by a Royal Commission (with subpoena powers) or a Parliamentary committee (without such powers) would be undertaken shortly by the Conservative government, returned to power in the Oct. 8 elections.

The nine-year charter of ITA, which rides herd over the program contractors and leases to them the transmitting facilities, expires in 1964. The BBC charter will expire in 1962. Presumably the first legislative effort will be to extend the BBC's life until 1964 to coincide with that of ITA so that any decision reached as to an inevitable third "programme" (i. e., whether it should be commercial through ITA or even a new ITA-type organization, or go to BBC) can be resolved simultaneously.

But the government commission will have more to consider than whether the third network should be commercial or noncommercial. To it likely will be tossed these additional problems:

• Should there be commercial radio to compete with BBC's time-honored and distinguished programming?

• Should there be a transition from Bands 1 and 3 (vhf) to 5 and 6 (uhf) so as to accommodate perhaps two additional "programmes" and which also would be essential if colorcasting is to be introduced because a wider band is required?

• Should the British standard of 405 lines (which anchors its system to a 17 inch screen) be upgraded to the European standard of 625 lines (except France which uses 905 lines), which would entail dual transmissions or use of converters?

• And, most significant economically, should there be legislation to siphon off more of the rather substantial profits of the program contractors, either by changing the pattern or through increased rentals to ITA?

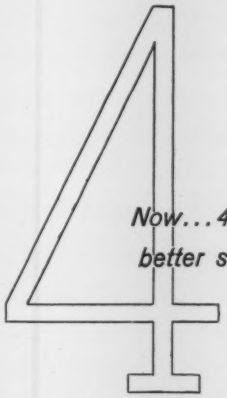
Public Acceptance • There doubtless are other areas to be studied by the upcoming commission, but there is no question about the public acceptance of commercial tv, British style, and the realization by all shades of opinion that it is there to stay. The Tory victory, moreover, augurs expanded commercial operation, whereas a Labor party victory, while it could not possibly have resulted in a return to noncommercial operation, would have spelled trouble for ITA.

The profitability of commercial operation has been a prime target of the Laborites and the basis for juicy editorials by the anti-ITA press, not excluding those newspaper interests identified with the ownership of certain of the program contractors. For the four major contractors, profits have amounted to about one-half of their gross in 1958 and the financial picture will be even better for the 1959 calendar year. In 1958, the gross income was about 46 million pounds ($129 million). In 1959, it should be about 12% higher, or some 60 million pounds ($168 million).

These remarkable results are being achieved with operations limited to seven commercial hours per day and with no direct program sponsorship. Spots in between programs are sold, with a limitation, averaged throughout the broadcast day, of six minutes of commercials per hour and with a maximum of eight minutes in any one hour. All elements are agreed—ITA, the program contractors and the advertising agencies and advertisers,—that the British format of no direct sponsorship, as opposed to the American method of direct sponsorship, has been successful there.

The Big Gamble • The program contractors feel they are entitled to a return earnings. They justifiably point out that they took the gamble in 1955 by investing heavily in programming, when many authorities said commercial tv would never work in staid Britain. During the first 2½ years, millions of pounds were spent with no appreciable return, entailing reorganizations and even dire threats of going under. Contractors feel they are entitled to a return on their large investments. And they argue, for the most part, that they should be given the third program on a commercial basis, to permit them to operate seven days a week nationally and with no limitations (such as the existing seven hours per day five days a week, or alternately, the weekends) on programs.

In further rationalizing their profits, the program contractors say these are not exorbitant when federal taxes are taken into account. For example, Associated TeleVision (ATV) had a $25 million gross in 1958. It earned $14 million before taxes on tv; another $1 million on its subsidiary operations, including program syndication (in 50% partnership with Jack Wrather in Independent Television Co.) and owner-



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ITA adding two

Independent Television Authority has received bids from program contractors that wish to supply programming for two new ITA stations in Southwest England slated to commence operation in 1961. The successful applicant will be named by the end of this year.

The two stations will cover the counties of Somerset, Devon and parts of Cornwall with a population of more than 1 million.

ship of stations in Australia. Of this $15 million, $8 million went to Her Majesty's government in overall taxes, from shareholders (withheld at the source) and from the company.

Expenses Up, Too • While business is up about 12% for 1959, ATV officials pointed out that expenses also are up in union and talent costs and contractors are plowing back money for new serious programming and for construction and modernization of facilities. Substantially the same facts were cited by other program contractors.

All of the major program contractors are now building new facilities—studios, office buildings or both. They are seeking to tap new sources of revenue, particularly in the heavy industrial and institutional fields, now almost exclusively going to the printed media. The bulk of sponsorship now is in household consumer products—drugs, cosmetics, food, beverages, gasoline, and appliances.

Actually, the ITA charter does not restrict commercials to the selling of spots in between programs. While it precludes direct sponsorship, it does permit "shopping guides" which are called "ad magazines." These are straight 15-minute commercials. They are limited to one-per day per contractor and are selling well. Another ITA provision would appear to open the way for 15-minute "institutional" segments, which would be available to advertisers. This is the next area which the contractors hope to develop, although they seem to approach it with some trepidation because of sporadic criticism of overcommercialization in using up to eight minutes of spots in peak hours, which nevertheless are offset by reducing the spots in off-hours to average out the six minutes in the seven operating hours per day.

Fraser Interview • Sir Robert Fraser, O. B. E., director-general of ITA from its start on Sept. 22, 1955, told BROADCASTING he feels a Parliamentary commission to enunciate new policy is essential in the coming months. He favors a second commercial operation for the third program and wants ITA to direct it. But whether this program (or network) will be operated separately, alongside the existing commercial service, or placed in the hands of the present contractors through expanded operations is a policy decision to be resolved by the commission itself with the concurrence of Parliament.

Sir Robert favors a shift from the 405-line standard to the European standard of 625 lines (rather than the U. S. standard of 525). Moreover, he feels that an eventual shift to uhf, to accommodate three or possibly four programs (taking into account the British penchant for compromise so that ITA and BBC each could have an additional service) would *not* be too difficult to accomplish in the United Kingdom. Its compact geographic area, with its great density of population, would lend itself to uhf coverage far better than in the U. S., with its sprawling expanses and its rugged terrain in the West.

Sir Robert also favors commercial radio, to be directed by ITA. This of necessity would be in the fm band (the British call it vhf radio) where better service is possible. There is extreme congestion in the long and medium wave bands available to all Europe. The precise form, however, remains to be defined, with thought centering on local stations which would sell spots, rather than on networks.

(Sir Robert is regarded by the program contractors as being tough, but efficient and fair. They feel he has done an excellent job under extraordinary difficult circumstances).

Greene Interview • Hugh Carleton Greene, director of news and current affairs of BBC, on Jan. 1, 1960, becomes director-general, succeeding Sir Ian Jacob, who, at 60, will return to private industry as the head of a chemical firm specializing in fertilizers. Mr. Greene, at 48, ascends to the No. 1 operating post of the perfectionist BBC after 20 years with the organization. He is a professional journalist.

Mr. Greene told BROADCASTING that the third program in tv logically should go to BBC. His views down the line were diametrically opposed to those of ITA and of most independent program contractors. He favors local radio operations, to supplement the BBC's three programs, but frowns upon commercial operation.

Mr. Greene looks for the appointment of a Royal Commission soon, to appraise all of the perplexing problems. He is not averse to a move to uhf, properly paced, and favors the 625-line standard. He does not feel that ITA has made a record justifying its acquisi-

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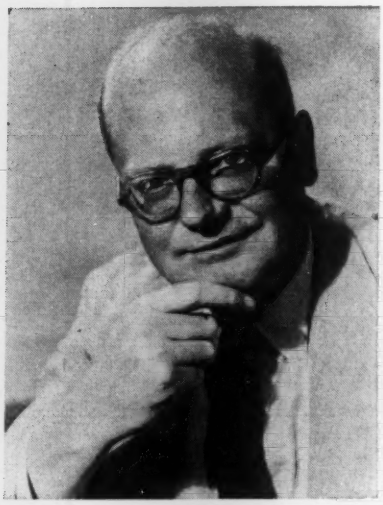
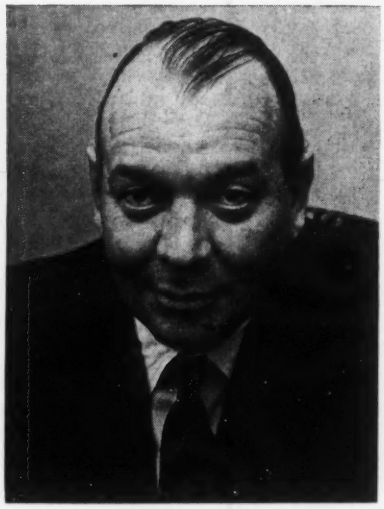


BBC's HUGH GREENE



GRANADA's ALEX ANSON

ITA's SIR ROBERT FRASER

tion of the third program for commercial operation.

Where would the revenue for the operation of a second BBC video network come from? Mr. Greene points out that BBC now receives only 2 pounds and 10 shillings out of each four pounds collected as license fees on tv sets (about $7 out of $11.20). If the entire four pounds were turned over to BBC, plus its rather substantial revenues from its audience publications, he contends BBC would have adequate resources to program a second noncommercial network with output of "the more thoughtful kind."

This latter statement also was contained in the BBC annual report released Oct. 15, which cites the net income available to BBC for the 12-month period as 27,323,115 pounds (the pound is equal to $2.80). The report also showed 9,618,775 tv licensed sets, all of which are within the range of BBC transmitters. It is estimated that there are 7½ million sets in the ITA area and that within two years ITA coverage will equal that of BBC. Saturation is computed at about 13 million sets.

Granada Interview • Alex Anson, sales and advertising director of Granada, which operates in the North (Manchester industrial area with high population density) makes a strong case for existing program contractors. He feels they should be given the responsibility of the third program on a commercial basis. He thinks the restrictions should be removed on hours of operation, now limited to seven per day, and that the contractors should have elbow room in which to develop new programs, new talent and new writers. He also deplores the limitation of about 14% on film imports, both feature and syndicated.

Associated-Rediffusion • Brian Glynn-Henry, advertising manager of Associated Rediffusion (London weekdays), is disposed to disagree with the notion that there is need for a third program. In that respect this highly successful company (it made 7 million pounds in 1959) is at variance with its program contractor competitors. Rediffusion feels there should be a Royal Commission inquiry. Mr. Henry wants to spread into the institutional field, so the advertising base will be broadened from the existing level of low cost consumer items. It would make tv less vulnerable to possible retrenchments among existing accounts.

He would like more hours than the existing limit of seven. There isn't room enough for four programs (two noncommercial and two commercial) in the present vhf spectrum, he points out, but adds there's no need for that many anyway. In the U. S., with its vastly greater area, population and commerce, only three networks are now accommodated. He looks for a move to uhf with 10 years of dual operation to effectuate the transition and to accommodate the switch in standards from 405 to 625 lines.

And Mr. Henry believes that radio should be commercialized with local stations (fm) authorized to sell time locally. But tv should have more hours in order to pay the costs of good radio programming.

Associated TeleVision Interview • Val Parnell, prominent British showman who for years has operated the Palladium, managing director of ATV, and his close-working associate, Lou Grade, with extensive show-business background, deputy managing director, strongly advocate allocation of the third program to the existing primary contractors, to enable them to operate seven days per week, unlimited hours, instead of the split weekday and weekend schedules (ATV operates in the Midlands weekdays and London weekends). This, they point out, would make each program contractor a network in fact, and they could compete much as the networks compete in the U. S.

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addition to its program contracts, it is also heavily entrenched in the syndication field and in station ownership. It is the UK contractor for Muzak, owned by the Jack Wrather organization. And the Wrather company and ATV each hold one-half interest in Independent TeleVision Corp. ATV also controls the McQuarrie broadcasting operations in Australia, including stations in Sydney, Adelaide and Brisbane.

Messrs. Parnell and Grade argue that the UK public's interest would best be served by taking the limitations off the broadcast day and letting the program contractors have their heads in developing new programming. Contributions to ITA for the physical facilities and control organization could be increased proportionately above the roughly $1.7 million per year now paid by the major contractors (that's what ATV pays for London weekends and weekdays in the Midlands). Thus service could be expanded, they argue, and as new territories are opened, the payments could be increased, to include a percentage of profits if need be. Introduction of new parties, they contend, would not be fair, because they did not undertake the initial risks and would not have the expertise or know-how.

ABC Television Interview • R. W. Dickenson, administrative head of the contractor which operates weekends in the North and the Midlands and G. A. Cooper, advertising director, are all-out in their support of a third program to existing contractors. The only one of the big four without a weekday service, this energetic organization would like to spread its manpower to provide additional service. Like the others, it sees a great potential in video tape in its operations. And it regards the institutional field as the untapped area.

Mr. Cooper told BROADCASTING his company had a gross of $19 million in 1958 and is doing better in 1959. Despite its weekend-only operations, it covers about one-half of the network area with a population of 20 million of the nation's 50 million people. Its programming amounts to considerably more than the 7 hours per day on Saturday and Sunday since it does many special event and outside pickups which are not included in the 7-hour per day limitation. Because of its concentrated programming the company is using six video tape machines and will acquire more. ABC operates 350 theatres and has extensive motion picture studio facilities. It also is expanding in programming syndication, particularly in the dominions.

Agency-Advertiser Views • Barry Barron, director, McCann-Erickson Advertising Ltd., London, and chairman of that agency's European tv coordinating committee, told BROADCASTING that the organized agency practitioners and advertisers feel there should be a third network as quickly as possible and that it obviously should be commercial. ITA, it is generally felt, has done a fine job, but the agencies and advertisers feel they should have a greater voice in establishment of commercial policies.

Agencies raised a fuss about the recent increase in spot rates by the program contractors, but they evidently are now reconciled to it. They do not favor the ad-magazine concept and they deplore the lumping of too many spots in between programs—a plaint that has its counterpart in the U. S. But it isn't a matter of triple—or even quadruple spotting. Under the UK plan, as many as seven or eight spots are run in tandem in the maximum of 2½ minutes permitted at breaks.

The agencies, however, also are agreed that the no-direct-sponsorship plan is in Britain to stay and that settlement of any differences must be within the confines of that principle.

PORTUGAL'S TV Operations, program follow U.S. pattern

Little Portugal has 8 million people and less than 50,000 television sets but it thinks more along American lines on operations and program sponsorship than perhaps any nation in Europe, not excluding Great Britain.

The reason isn't hard to find. Dr. Carlos Barradas da Silva, director general of Radiotelevisao Portuguesa, spent from 1945 until 1951 with General Electric Co., in commercial electronics engineering, and was exposed to U.S. programming and techniques.

Commercial tv got started in Portugal in late 1957. Programming is now up to 3½ hours per evening (4 hours on Sunday), with plans to expand operations gradually. Programming consists of about 60% live (there's an overall staff of 600). The balance of 40% consists of syndicated features, news reels and a feature film once a week.

Dr. Silva believes that the American system of program sponsorship is to be preferred over the British "rotating spot" or "ad mag" concept. But he feels that the broadcaster must retain control, to effectuate balance, rather than permit the advertiser to produce or own the program. He was alone in this view at the European Broadcasting Union conference in London last May, except for some support from Independent Television Authority in England, but feels the trend inevitably will be in the direction of American-type direct spon-

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sorship, but with the operator controlling programs.

Cost? • Dr. Silva was loath to estimate how much it will cost to expand Portugal's television operations to cover most of this rather rugged country. Revenue from sponsorship this year wouldn't pay one month's postage bill for any one of our networks. It will aggregate about $35,000 according to Dr. Silva.

But revenue also is derived from television set licenses—about $15 per set per year. The "deficit," the size of which he could not estimate, is covered by a "loan" from the Government, which, however, does not directly control the operations, but does own one-third of the stock of the public corporation. Another third is owned by nine private commercial radio stations, and the final third is owned by public investors through 12 private banks, and one individual—the company president, with a nominal 25 shares.

There is a controlling board of directors of 5, of which two are government, two from private broadcasting and one from the public. There is only one program to date, transmitted by five stations, now covering 65% of the population. By June, 1960, repeaters will have been installed to expand coverage to 85%. Operations are all in the European standard television bands, utilizing bands 1 and 3 and selected channels in those bands.

Whereas radio is "practically uncontrolled" as to programming content (except for news which is censored by the Salazer government, oldest dictatorship in Europe), tv is controlled by decree through a program board of leading authorities. As a consequence, there can be no crime, violence, sex or politics on Portuguese tv. The operators feel these controls are too restrictive.

Government • Actually, the Government can call the shots on programming because the law setting up RTF designates it a public utility. This law, enacted in 1955, grants an exclusive concession for 20 years and may be renewed. Tax exemption is granted, including free import of equipment, films and all materials necessary for operation of the network.

Radio is well entrenched, both on the Portugal mainland and in its extensive colonial possessions. There are 34 stations, overall. The Government maintains a network with studios in Lisbon (800,000 population) and Oporto (500,000). Most of these non-commercial programs are beamed by shortwave to its overseas territories including Portuguese India and Africa.

The tax on radio sets is $3.50 per year, which is turned over to the Government operated network, along with fines paid by owners of unlicensed equipment. Deficits are met by direct government subsidy.

The most important private operations also have government connections through minority stock ownership. Radio Clube Portugues and Radio Renascenca (Catholic Church) each has outlets both in Lisbon and Oporto, and accept commercial programs. Scattered throughout the country are stations listed as "amateurs," run by local radio clubs, and controlled by the Government Department of Posts, Telegraphs and Telephones. They are commercial.

Although Portugal's economy is regarded as among the soundest in Europe, it is having troubles in the export market. Its biggest export product, cork, is suffering from the competition of plastics, which apparently do most of the corkage functions cheaper. Wine is an export item, but, except for port, its products are not as well known or as cheap as those of its competitors. It is well off, however, in its overseas possessions and keeps its budgets balanced through their revenues.

USSR quiz shows

Although broadcast quiz shows may be on the wane in the U.S.A., they're just beginning to wax hot in the U.S.S.R. as a means of putting across various Soviet propaganda objectives to people in other countries. After inauguration of the quiz show technique in shortwave broadcasts to Great Britain, several European countries and the Near East (BROADCASTING, Oct. 12)—and offering trips behind the Iron Curtain as the most attractive prizes—Radio Moscow has announced that it will broadcast a quiz program to the U.S. on Oct. 30 at 6 p.m. EDT. The subjects will be on Soviet "economic advances" and "The Seven-Year Plan" and contestants aren't required to be present at Moscow studios. Top prize in the quiz to be shortwaved to the U.S. is a Russian-made camera and consolation prizes include new Russian stamps, books, wood carvings, photographs of Russian cities and "rocket badges." The program will be on the 9, 11, 15 and 17 mc shortwave bands.

Four more tv stations in Australia by May

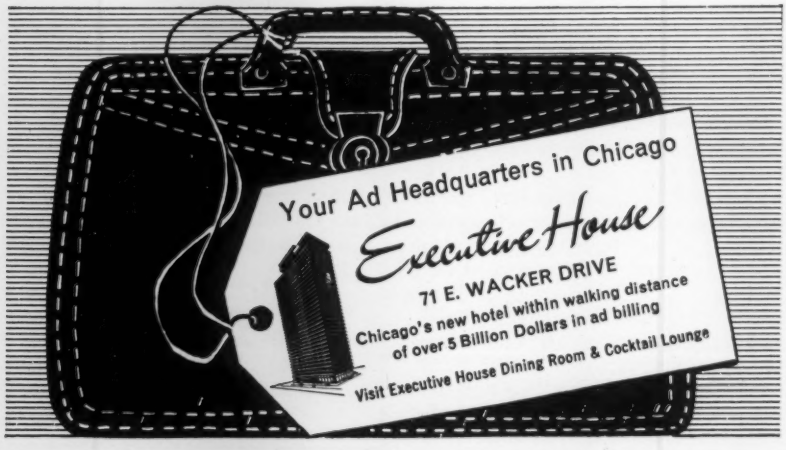
Australia will have four new tv stations by next May. One starts in Brisbane next month. Others are in Adelaide (February), Perth (March) and Hobart (May).

A survey of commercial tv stations shows that Sydney and Melbourne viewers like domestic and comedy shows, respectively. But the western is the most popular show in both cities. In Sydney, news is more popular than variety, the survey says. In Melbourne the reverse is the case.

Foreign tv stations increase by 50%

There has been a 50% jump in foreign tv stations in the past year, U. S. Information Agency reported Oct. 19. As of Sept. 30, USIA noted, there were 985 tv transmitting stations of all types and 28,047,700 receiving sets in operation abroad. This compares with 639 stations and 21.5 million receivers reported a year ago, same date. Transmitters include originating stations, relay outlets, experimental stations, etc.

Free world countries overseas now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have 819 tv stations, USIA reported. Communist bloc countries have 166 outlets, with USSR having added 20 new stations in past six months, Czechoslovakia and Poland two each and East Germany one.

In 1956 there will be 161 tv stations in the Soviet Union, an increase of 68 over the current total of 93, according to an analysis of tv developments in that country issued recently by the Institute for the Study of the U.S.S.R., Munich, Germany. Rapid expansion of Soviet tv, through "enormous" sums poured into tv by the Communist Party Central Committee, is apparent from the fact that the number of outlets there increased from 2 in 1940 to 12 in 1955, 30 in 1957 and 62 in 1958, the institute reported.

USIA also reports • Free world countries gained 2.2 million receiving sets, with the total now 24 million. Communist bloc stations gained 200,000 receivers for a total of 4 million.

For the first time, Communist China has announced 5,000 sets in use in the Peiping area. Red China has three tv stations operating.

Increased activity in Africa and the Near East also was noted by USIA. The Central African Federation (Rhodesia and Nyasaland) expect to have tv next year; Ghana is considering establishment of the system; Liberia plans to have it by December and Western Nigeria by the end of this month. In the near East, Lebanon has inaugurated tv service; United Arab Republic has launched construction and Israel expects to have tv within two years.

In other parts of the globe, USIA reported that India's experimental tv service began Sept. 15, and in Japan six government-owned and 12 commercial stations went on air in past six months —with the set count reaching 3 million.

FOR THE RECORD

Station Authorizations, Applications

As Compiled by BROADCASTING

Oct. 13 through Oct. 20. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. uni.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann. Announced.

New Tv Stations

APPLICATIONS

Alamosa, Colo.—Star Bcstg. Inc. vhf ch. 3 (60-66 mc); ERP 14.84 kw vis., 7.42 kw aur.; ant. height above average terrain 211 ft. Estimated construction cost $60,000, first year operating cost $75,000, revenue $75,000. P.O. address 2226 Television Lane, Pueblo, Colo. Studio-trans. location Alamosa, on U.S. 285, 1 mile south of U.S. 160. Geographic coordinates 37° 27′ 07″ N.Lat., 105° 52′ 49″ W.Long. Trans. RCA TT-5A, ant. RCA TF-3C. Star Bcstg. Inc. is licensee of KCSJ-AM-TV Pueblo, Colo. Star is owned by Bankers Life and Casualty Co., Chicago, Ill. Ann. Oct. 15.

Wausau, Wis.—Valley Telecasting Co. vhf ch. 9 (186-192 mc); ERP 143 kw vis., 74 kw aur.; ant. height above average terrain 549 ft. Estimated construction cost $94,378, first year operating cost $180,000, revenue $80,000. P.O. address Mason and Roosevelt Sts., Green Bay, Wis. Studio-trans. location Marathon County, Wis., 3.5 miles south of Bevent. Geographic coordinates 44° 43′ 29″ N.Lat., 89° 24′ 32″ W.Long. Trans. RCA TT-11AH, ant. RCA TW-158. Legal counsel McKenna & Wilkinson, 1735 DeSales St. NW, Washington, D.C. Consulting engineer George P. Adair Engineering Co., 1610 I St. NW, Washington, D.C. Principals include **Clayton Ewing, S.N. Pickard** and others Mr. Ewing is in engineering and real estate. Mr. Pickard is owner of WNAM Neenah, Wis., and owner of Neenah-Menasha Bcstg. Inc. licensee of WFRV Green Bay. Ann. Oct. 15.

Existing Tv Stations

CALL LETTERS ASSIGNED

*WCIQ (TV) Munford, Ala.—Alabama Educational Television Commission. Changed from WTIQ (TV).

KVUE-TV Sacramento, Calif. — Capitol Television Co. Changed from KCCC-TV.

New Am Stations

APPLICATIONS

Duluth, Minn.—Linton D. Hargreaves 1390 kc, 500 w D. P.O. address Box 3034, Eastbrook Station, Montgomery, Ala. Estimated construction cost $7,484, first year operating cost $36,000, revenue $47,000. Applicant is general manager and 25% owner of WMGY Montgomery, Ala. Ann. Oct. 14.

Bolivar, Mo.—Shepard of the Hills Bcstg. Co. 1550 kc, 500 w D. P.O. address Bolivar, Mo. Estimated construction cost $23,950, first year operating cost $42,000, revenue $48,000. Applicants are **Robert F. Neathery** and **L.C. McKenney**, equal partners. Mr. Neathery is majority owner of KWPM-AM-FM West Plains, KALM Thayer, KUKU Willow Springs, all Missouri, and KAMS-FM Mammoth Springs, Ark. He is 50% owner of KBHM Branson, Mo. Mr. McKenney is owner of KRMO Monett, and 50% owner of KBHM Branson, both Missouri. He is owner of KMDO Fort Scott, Kan. Ann. Oct. 28.

Sag Harbor, N.Y.—The Hamptons Bcstg. Co. 1600 kc, 500 w D. P.O. address % Fitzgerald Smith, 116 W. 48th St., New York, N.Y. Estimated construction cost $17,000, first year operating cost $35,000, revenue $48,000. Applicant is **Fitzgerald Smith** who is radio-tv producer-writer. Ann. Oct. 20.

Cherryville, N.C.—Cherryville Bcstg. Inc. 1590 kc, 500 w. P.O. address 109 E. Sycamore St., Lincolnton, N.C. Estimated construction cost $14,205, first year operating cost $24,000, revenue $30,000. Applicant is **Jack W. Franks.** Mr. Franks is in small loan and memorial park businesses. Ann. Oct. 20.

Myrtle Creek, Ore.—Earl McKinley Trabue 1010 kc, 5 kw D. P.O. address 724 South 4th St., Springfield, Ore. Estimated construction cost $12,500, first year operating cost $24,000, revenue $31,000. Applicant is employed in plywood manufacture. Ann. Oct. 19.

Existing Am Stations

APPLICATIONS

KWTC Barstow, Calif.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1230 kc). Ann. Oct. 14.

WHOO Orlando, Fla.—Cp to increase daytime power from 10 kw to 50 kw, change from DA-N to DA-2, make changes in ant. system (1 additional tower) and install new trans. for daytime use (990 kc). Ann. Oct. 19.

KRXK Rexburg, Idaho—Cp to increase daytime power from 250 w to 1 kw and install new trans. for daytime use (1230 kc). Ann. Oct. 15.

WZIP Covington, Ky.—Mod. of license to change station and studio location from Covington, Ky. to Cincinnati, Ohio (1050 kc). Ann. Oct. 14.

WKHM Jackson, Mich.—Cp to increase daytime power from 1 kw to 5 kw and install new trans. (970 kc). Ann. Oct. 20.

WROB West Point, Miss.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1450 kc). Ann. Oct. 14.

KWRE Warrenton, Mo.—Cp to increase

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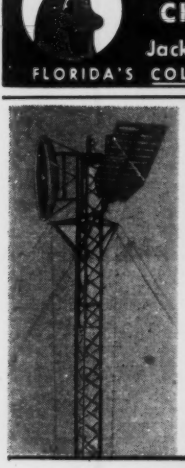

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daytime power from 500 w to 1 kw and install new trans. (720 kc). Ann. Oct. 19.

KSID Sidney, Neb.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1340 kc). Ann. Oct. 14.

WOV New York, N.Y.-Carlstadt, N.J.—Mod. of license to change station location from New York, N.Y.-Carlstadt, N.J. to New York, N.Y. (1280 kc). Ann. Oct. 14.

WJJM Lewisburg, Tenn.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1490 kc). Ann. Oct. 19.

WCDT Winchester, Tenn.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1340 kc). Ann. Oct. 14.

KVIC Victoria, Tex.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1340 kc). Ann. Oct. 14.

CALL LETTERS ASSIGNED

WLIQ Mobile, Ala.—Jemcon Bcstg. Co. Changed from WCIQ.

WCHP Tuscumbia, Ala.—Tuscumbia Bcstg. System.

WGUN Decatur, Ga.—WEAS Inc. Changed from WEAS.

WOWI New Albany, Ind.—Ohio Valley Bcstg. Inc. Changed from WLRP.

KOUR Independence, Iowa—Plains Bcstg. Corp.

WEMD Easton, Md.—Easton Bcstg. Co.

WETT Ocean City, Md.—The Wett Corp.

WDXY Sumter, S.C.—B.D.S. Radio & Television Inc.

KWBA Baytown, Tex.—Bayshore Bcstg. Co. Changed from KREL.

KAPE San Antonio, Tex.—Top Bcstrs. Inc.

WKEE Huntington, W.Va.—Geyer Bcstg. Co. Changed from WHTN.

WEAQ Eau Claire, Wis.—Bcstr. Services Inc. Changed from WEAU.

WISZ Madison, Wis.—Heart O'Wisconsin Bcstrs. Inc. Changed from WISC.

KTWO Casper, Wyo. — Rocky Mountain Tele Stations. Changed from KSPR.

New Fm Stations

APPLICATIONS

Woodland, Calif. — Interstate Bcstg. Co. 95.3 mc, 250 w. P.O. address Box 593 West Sacramento, Calif. Estimated construction cost $6,975, first year operating cost $15,600, revenue $24,000. Applicant is **Melvyn E. Lucas** who is general manager of KCCC (TV) Sacramento. Ann. Oct. 20.

St. Louis, Mo.—Continental Bcstg. Corp. 102.5 mc, 24.9 kw. P.O. address % Robert G. Dowd, 1910 Boatmen's Bank Bldg., St. Louis, Mo. Estimated construction cost $24,050, first year operating cost $36,000, revenue $48,000. Applicants are **Robert G. Dowd** 54.84%, **Edward C. Schafer** 25%, and others. Mr. Dowd is attorney. Mr. Schafer is in import business. Ann. Oct. 14.

Long Branch, N.J.—Long Branch Bcstg. Inc. 107.1 mc, 1 kw. P.O. address 156 Broadway, Long Branch, N.J. Estimated construction cost $14,150, first year operating cost $7,500, revenue $7,500. Applicants are **Umberto M. Mazzacco, Dr. John J. Gesualdi, Harry B. Brody, Orlando A. Biamonte** and **Joseph P. Tomaino,** 20% each. Mr. Mazzacco is pharmacist. Dr. Gesualdi is dentist. Mr. Brody is electronics engineer and with Messrs. Biamonte and Tomaino is employed by federal govt.

Pittsburgh, Pa.—Sisters of Charity of Cincinnati, Ohio 107.9 mc, 41.4 kw. P.O. address % F.B. Hennock, 1025 Connecticut Ave. NW, Washington, D.C. Estimated construction cost $53,229, first year operating cost $78,000, revenue $98,000. Ann. Oct. 20.

Existing Fm Stations

CALL LETTERS ASSIGNED

KOOL-FM Phoenix, Ariz.—KOOL Radio-Television Inc.

WJOL-FM Joliet, Ill.—WJOL Inc.

WGGM (FM) Taylorville, Ill.—Keith W. Moyer.

KCJC (FM) Kansas City, Kan.—Floyd W. Hurlbert. Changed from KCBM (FM).

WABX (FM) Detroit, Mich.—Richard E. Burris.

WDOD - FM Chattanooga, Tenn. — WDOD Bcstg. Corp.

KHQ-FM Spokane, Wash.—KHQ Inc.

WKEE-FM Huntington, W.Va. — Geyer Bcstg. Co. Changed from WHTN-FM.

WEAQ-FM Eau Claire, Wis.—Bcstr. Services Inc. Changed from WEAU-FM.

WISZ-FM Madison, Wis.—Heart O'Wisconsin Bcstrs. Inc. Changed from WISC-FM.

Ownership Changes

APPLICATIONS

WTHG Jackson, Ala.—Seeks transfer of control from **T.H. Gaillard Jr., W.M. Jordan** and **W.P. Thielens,** 33⅓% each d/b/a **Jackson Bcstg. Inc.** to **T.H. Gaillard Jr.** 66⅔% and **W.P. Thielens** 33⅓% d/b/a same corporation. No financial consideration. Exchange of stock as follows: **T.H. Gaillard Jr.** transfers 40 shares of Demopolis Bcstg. Inc. stock (licensee of WXAL Demopolis, Ala.) to W.M. Jordan who in turn transfers 40 shares of Jackson stock plus 17 shares of West Alabama Bcstg. Inc. stock (licensee of WPBB Tuscaloosa) to Mr. Gaillard. Ann. Oct. 16.

KSEA (FM) San Diego, Calif.—Seeks assignment of cp from **Leonard Graysen** to **Seaboard Bcstg. Co.** for $2,000. Purchaser is **Alex M. Victor** who is advertising agency account executive. Ann. Oct. 14.

WLOF-TV Orlando, Fla.—Seeks transfer of control of **Mid-Florida Television Corp.,** from **John W. Kluge** (26% class B stock) and **Joseph L. Brechner** (37% class B stock) to **Joseph L. Brechner** (63%) for $350,000. Class B stock has identical rights with class A except A stockholders elect 2 directors and B stockholders 3 directors. Ann. Oct. 16.

WAGM-AM-TV Presque Isle, Me.—Seeks transfer of control from **Northeastern Bcstg. Inc.** to **Community Bcstg. Service.** Merger of corporation into parent company. Northeastern was controlling stockholder of **Aroostoock Bcstg. Corp.** licensee of WAGM-AM-TV, WABM Houlton, Me. Community Bcstg. Service is licensee of WABI-AM-TV Bangor and controlling stockholder of WPOR Portland, both Maine. Ann. Oct. 14.

WDVM Pokomoke City, Md.—Seeks assignment of license from **G. Russell Chambers** d/b/a **Eastern Shore Bcstg. Corp.** to **Earnest Tannen** for $120,000 plus agreement not to compete for 5 years. Mr. Tannen is sales manager of WTTG (TV) Washington, D.C., and has interest in WLOF-TV Orlando, Fla. Ann. Oct. 20.

WBRB Mt. Clemens, Mich.—Seeks assignment of license from **WBRB Inc.** to **Wright and Maltz Inc.** for $147,699 plus payment of debts incurred. Purchasers are **Milton Maltz** and **Robert G. Wright,** equal partners. Mr. Maltz is co-manager of WBRB and is 50% owner with Mr. Wright in WTTF Tiffin, Ohio. Mr. Wright is co-manager of WBRB. Ann. Oct. 19.

KOIL Omaha, Neb.—Seeks transfer of control of **Central States Bcstg. Inc.** from **L. Fargo Wells** 5.26% and **Don W. Burden** 44.84% to **Don W. Burden** 50.10% for $10,000. Ann. Oct. 20.

KLAS Las Vegas, Nev.—Seeks assignment of license from **Las Vegas Bcstrs. Inc.** to **Frontier Bcstrs. Inc.** for $155,000. Principals are **Albert H. Kelson** (66⅔%) and **Carl A. Hulbert** (33⅓%). Mr. Kelson is in investment business. Mr. Hulbert formerly was insurance adjuster. Ann. Oct. 14.

KSHO-TV Las Vegas, Nev.—Seeks transfer of control from **Television Company of America Inc.** to **Nevada Bcstrs. Fund Inc.** for $137,500 payment on 90% of issued and outstanding shares of transferor corporation. Principal purchasers are **Reed R. Maxfield** 30% and **Robert W. Hughes** 12.5%. Mr. Maxfield is in insurance and finance. Mr. Hughes is attorney. Ann. Oct. 15.

WNOS-AM-FM High Point, N.C.—Seeks assignment of license from **Charles E. Doss,** sole owner, to **Charles E. Doss** 75% and **J.W. McClain** 25% d/b/a **Doss Bcstg. of N.C. Inc.** Mr. McClain is station manager of WNOS. Ann. Oct. 16.

WCAY Cayce, S.C.—Seeks assignment of license from **Lexington County Bcstrs.** to **Lexington County Bcstrs. Inc.** Change to corporation. Ann. Oct. 19.

WRGS Rogersville, Tenn.—Seeks transfer of control from **John E. Beal** 50% **Charles W. Beal, Harry M. Beal** and **Fred T. Beal** 16⅔% each d/b/a **Rogersville Bcstg. Co.** to **John E. Beal** 50%, **Charles W. Beal** 40% and others d/b/a **WRGS Inc.** for $2,000. Ann. Oct. 16.

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through October 20

	ON AIR Lic.	Cps	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,367	55	103	729
FM	601	48	155	87
TV	468[1]	56	98	128

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through October 20

	VHF	UHF	TOTAL
Commercial	443	81	524
Non-commercial	33	10	43

COMMERCIAL STATION BOXSCORE

As reported by FCC through September 30, 1959

	AM	FM	TV
Licensed (all on air)	3,358	600	465
CPs on air (new stations)	59	46	54
CPs not on air (new stations)	105	157	101
Total authorized stations	3,522	803	669
Applications for new stations (not in hearing)	490	62	57
Applications for new stations (in hearing)	219	29	69
Total applications for new stations	709	91	126
Applications for major changes (not in hearing)	604	32	32
Applications for major changes (in hearing)	162	6	18
Total applications for major changes	766	38	50
Licenses deleted	1	0	1
CPs deleted	1	1	0

[1] There are, in addition, ten tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

WVEC Hampton, Va.—Seeks assignment of license from **Peninsula Bcstg. Corp.** to **Peninsula Radio Corp.** Change to new coporation. No ownership changes involved. Ann. Oct. 14.

WLLY Richmond, Va.—Seeks assignment of license from **WLLY Inc.** to **Radio Richmond Inc.** for $105,000 plus $50,000 covenant against competition for 5 years. Purchasers are **Burton Levine** 80% and **Melvin Levine** 20%. Burton Levine is owner of WROV Roanoke, Va. Melvin Levine is employed there. Ann. Oct. 20.

WHYE Roanoke, Va.—Seeks assignment of license from **Roanoke Bcstrs.** to **Roanoke Bcstrs. Inc.** Change to corporation. No ownership change involved. Ann. Oct. 14.

KODI Cody, Wyo.—Seeks transfer of control of **Park Bcstrs.**, from **R.B. Croft, W.E. Killmer** and **R.B. Beall** ⅓ each to **R.B. Beall** and **Glenn E. Nielson** equal partners for $30,000 ($15,000 each to Messrs. Killmer and Croft). Mr. Nielson is in steel and oil business. Ann. Oct. 16.

WKYN Rio Piedras, P.R.—Seeks assignment of cp from **Julio Morales Ortiz** to **Quality Bcstg. Corp.** Change to corporation, headed by Senor Ortiz, 78.9%. Ann. Oct. 14.

Routine Roundup

ACTION ON MOTIONS

By Commissioner Robert E. Lee

Granted petition by Eastern Idaho Bcstg. & Television Co. for extension of time to Oct. 26 to file opposition to petition by Sam H. Bennion for review of Chief Hearing Examiner's order denying earlier petition of Bennion for reconsideration of dismissal of his application which was in consolidated proceeding with application of Eastern Idaho both for new tv stations to operate on ch. 8 in Idaho Falls, Idaho. Action Oct. 16.

Granted joint petition by Surburban Bcstg. Inc., and Concert Network Inc., for extension of time to Nov. 2, or to such other specified date, or for such other period of time as might be deemed appropriate, to file replies to responses to petitions to enlarge issues in proceeding on their applications for new fm stations in Mount Kisco, N.Y., and Newark, N.J. Action Oct. 16.

Granted petition by Broadcasters Inc., South Plainfield, N.J. for extension of time to Nov. 6 to file exceptions to initial decision in proceeding in its application for new am station, et al. Action Oct. 16.

Granted petition by TCA Bcstg. Corp., College Park, Md., for extension of time to Oct. 19 to file exceptions to initial decision in proceeding on its am application, et al. Action Oct. 13.

Granted petition by Newton Bcstg. Co., Newton, Mass., for extension of time to Oct. 16 to file replies to the opposition of WKOX Inc. Beverly, Mass., to Newton's petition to enlarge issues in proceeding on their am applications, et al. Action Oct. 13.

By Chief Hearing Examiner James D. Cunningham

Granted petition by Grand Haven Bcstg. Co. (WGHN) Grand Haven, Mich., for dismissal without prejudice of its am application and retained in hearing status remaining applications in consolidation. Action Oct. 16.

Granted petition by Centre Bcstrs. Inc. (WMAJ) State College, Pa., for leave to intervene in proceeding on applications of Bald Eagle-Nittany Bcstrs. and Suburban Bcstg. Corp. for new am stations in Bellefonte and State College, Pa. Action Oct. 16.

Granted petition by Capital Bcstg. Co. (KWOS) Jefferson City, Mo., for dismissal without prejudice of its am application which was in consolidated proceeding with applications of Tiffin Bcstg. Co., Tiffin, Ohio, et al; retained in hearing status remaining applications in consolidation. Action Oct. 16.

Granted motion by Jose R. Madrazo for dismissal without prejudice of his application for new am station in Guaynabo, P.R., and retained in hearing status application of Continental Bcstg. Corp. (WHOA) San Juan, P.R. Action Oct. 15.

Granted motion by David V. Harman for dismissal without prejudice of his application and retained in hearing status application of Richard B. Gilbert both for am facilities in Tempe, Ariz. Action Oct. 15.

Granted motion by Tri Cities Bcstg. Co., to strike denied motion by Southern Bcstrs. Inc., for leave to file response pleading in the Greensboro-High Point, N.C., ch. 8 tv proceeding, and struck response document tendered with Southern's motion. (Involves unauthorized filings contrary to Sec. 1.13 of procedural rules.) Action Oct. 15.

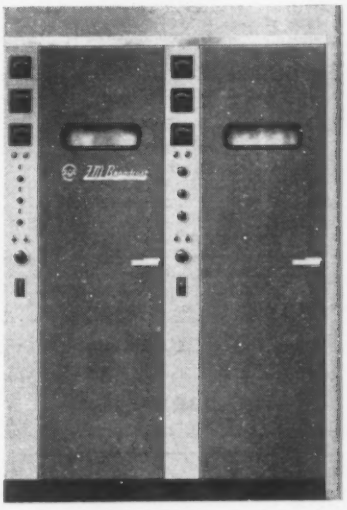
Scheduled for hearing on Dec. 29 complaint by WSAZ Inc. (WSAZ-TV) Huntington, W.Va., alleging that AT&T has charged greater compensation for use of program transmission channels between Columbus, Ohio, and Huntington, then is specified in applicable tariffs. Action Oct. 14.

Scheduled hearing for Dec. 29 in proceeding on am applications of Bill S. Lahm, Wisconsin Rapids, and The Tomah-Mauston Bcstg. Inc. (WTMB) Tomah, Wis. Action Oct. 14.

By Hearing Examiner J.D. Bond

Pursuant to agreements heretofore entered

Equipping a Radio Station?



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on record, continued further hearing to Oct. 28 in proceeding on am application of Charlotte Radio & Tele. Corp. (WGIV) Charlotte, N.C. Action Oct. 19.

By Hearing Examiner Basil P. Cooper

Granted petition by North Shore Bcstg. Inc., for continuance of date for exchange of engineering exhibits from Oct. 12 to Oct. 19 in proceeding on its application for am facilities in Wauwatosa, Wis., et al. Action Oct. 12.

Granted motion by Pine Tree Telecasting Corp. (WPTT) Augusta, Me., for extension of time from Oct. 16 to Nov. 16 for exchange of documents between applicant and parties respondent and from Oct. 30 to Dec. 4 for further prehearing conference in proceeding on its application. Action Oct. 13.

By Hearing Examiner Charles J. Frederick

Granted petition by KVFC Inc. (KVFC) Cortez, Colo., for continuance of hearing date from Oct. 20 to Nov. 19 in proceeding on its am application. Action Oct. 19.

Granted joint petition for acceptance of late filed pleadings by WBOW Inc., and William C. Forrest, parties respondent, in proceeding on am applications of Tiffin Bcstg. Co., Tiffin, Ohio, et al.; granted petition by KODY Inc. (KODY) North Platte, Neb., for leave to amend its am application to substitute the name KODY Bcstg. Co. in lieu of KODY Inc. Action Oct. 16.

Granted petition by Broadcast Bureau for extension of time to Oct. 22 to reply to petition by John W. Davis (KPDQ) Portland, Ore., for review in matter of assignment of licenses of stations KPAM and KPFM Portland from Broadcasters Ore., Ltd., to Gospel Bcstg. Co. Action Oct. 15.

Granted petition by Taft Bcstg. Co., successor to Radio Cincinnati, Inc., party in proceeding on application of WHAS Inc. (WHAS-TV ch. 11) Louisville, Ky., and extended to Nov. 2 and Dec. 1, respectively, dates for filing motions for correction of transcript and support or opposition to such motions. Action Oct. 15.

By Hearing Examiner Millard F. French

Continued to date to be set by subsequent order hearing scheduled for Oct. 26 and scheduled prehearing conference for Oct. 26 in proceeding on application of Surburban Bcstg. Inc. and Camden Bcstg. Co., for fm facilities in Mount Kisco, N.Y., and Newark, N.J. Action Oct. 15.

On own motion, scheduled hearing for Oct. 21 in proceeding on am applications of Granite City Bcstg. Co., Mount Airy, N.C., et al. Action Oct. 14.

By Hearing Examiner Isadore A. Honig

On own motion scheduled prehearing conference for 2 p.m., Oct. 22, in proceeding on am applications of WJIV Inc. (WJIV) Savannah, Ga., et al. Action Oct. 13.

On own motion, scheduled prehearing conference for 2 p.m., Nov. 3, in proceeding on application of Marin Bcstg. Inc. (KTIM) San Rafael, Calif., for cp to change trans. site. Action Oct. 15.

Granted motion by counsel for respondent Cordell Fray to continue from Oct. 12 to Oct. 23 date for exchange by applicant and respondent of their respective exhibits in final form and from Oct. 19 to Nov. 5 for hearing in proceeding on fm application of Sherrill C. Corwin (KGUD-FM) Santa Barbara, Calif. Action Oct. 16.

On own motion, scheduled perhearing conference for 2 p.m., Oct. 29 in proceeding on application of M&M Bcstg. Co. (WLUK-TV ch. 11), Marinette, Wis., for mod. of cp. Action Oct. 13.

By Hearing Examiner Annie Neal Huntting

Granted petition by Transcript Press Inc., Dedham, Mass., to accept late filing of its opposition to petition to delete issues in proceeding on its am applications which is in consolidated proceeding with am applications of County Bcstg. Corp., Gloucester, Mass., et al. Action Oct. 19.

Rescheduled for Oct. 26 at 2 p.m. oral argument on motion for stay filed by Sangamon Valley Television Corp. in Terre Haute, Inc., tv ch. 2 proceeding. Action Oct. 15.

Granted petition by Hess-Hawkins Co., for continuance of hearing from Oct. 15 to Nov. 16 on its application for am facilities in East St. Louis, Ill. Action Oct. 13.

Granted petition by Newton Bcstg. Co., Newton, Mass., for extension of time to Oct. 16 to file response to petition by Transcript Press Inc., Dedham, Mass., to enlarge issues to inquire into Newton's financial qualifications; are in consolidated proceeding with County Bcstg. Corp., Gloucester, Mass., et al. Action Oct. 15.

By Hearing Examiner H. Gifford Irion

Reinstated Sept. 16 action granting North Shore Bcstg Inc., leave to amend its application for new am station to operate on 1550 kc in Madison, Wis., but corrected that action to show requested operation with 5 kw, daytime only; application in consolidated hearing with Radio St. Croix Inc., New Richmond, Wis., et al. Action Oct. 16.

On own motion, continued indefinitely hearing conference scheduled for Oct. 23 in proceeding on application of Oklahoma Quality Bcstg. Co. to change existing facilities of KSWO-TV Lawton, Okla. Action Oct. 16.

On own motion, ordered that session of Oct. 29 will be used for prehearing conference rather than for hearing in proceeding on am applications of Garden City Bcstg. Co. (WAUG) Augusta, Ga., et al. Action Oct. 14.

Scheduled prehearing conference of Nov. 16, at 9:30 a.m., on applications of Howell B. Phillips and WMCV Inc. for a.m. facilities in Williamsburg and Tompkinsville, Ky. Action Oct. 14.

Closed record in proceeding on applications of Frank James and San Mateo Bcstg. Co., for fm facilities in Redwood City and San Mateo, Calif., and proposed findings will be due by November 23. Action Oct. 13.

By Hearing Examiner Jay A. Kyle

On own motion and with consent of all other parties in proceeding on applications of Richard B. Gilbert and David V. Harman for am facilities in Tempe, Ariz., continued hearing from Oct. 15 to Oct. 16, at 9 a.m. Action Oct. 13.

Cancelled hearing scheduled for Oct. 14 through Oct. 16 and scheduled resumption of hearing for Oct. 22 in proceeding on Douglas H. McDonald, Trustee, to show cause why authorization for WTVW (TV) Evansville, Ind., should not be modified to specify operation on ch. 31 in lieu of ch. 7. Action Oct. 13.

By Hearing Examiner Forest L. McClenning

Denied motion by Plainview Radio for continuance of procedural dates in proceeding on its application and that of Star of the Plains Bcstg. Co., for am facilities in Plainview and Slaton, Tex., and on own motion continued date for commencement of taking of depositions from Oct. 27 to Nov. 3, and continued date for further hearing conference from Nov. 10 to Nov. 17 at 9 a.m. Action Oct. 14.

On own motion, continued from Oct. 14 to

Continued on page 129

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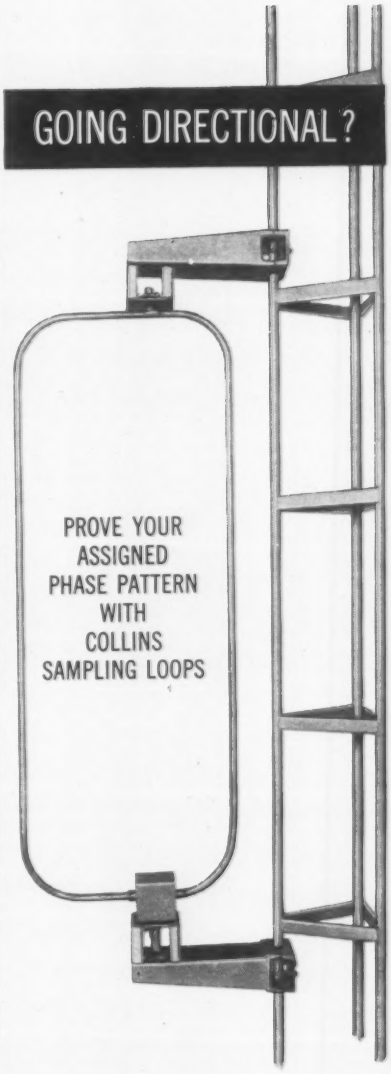

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RADIO

Help Wanted—Management

Will give 15% interest of in-the-black Carolina 250 station plus salary to top qualified sales manager-air personality. No investment, no gimmick. Write fully stating earnings, billings, availability, etc. Box 883P, BROADCASTING.

Take off your ear-muffs . . . remove your rubbers . . . relax and listen to this heart-warming message. Here's your big chance to make the move to sunny California. We're building a brand new station (the second) in a California market that is really booming with a gigantic military installation. We need a manager, a sales manager, and sales staff. We'll pay top salaries . . . you'll have excellent opportunities for advancement with our expanding station group. You can name your own deal as manager or sales-manager if you are worth $750.00 per month guarantee plus some form of profit-sharing. Apply in detail (including photograph) to Box 961P, BROADCASTING. All Replies treated with strictest confidence.

Have opening for selling manager who can operate profitably with small staff in middle Atlantic state medium market. Send complete background details, etc. to Box 107R, BROADCASTING.

Pittsburgh area station wants experienced announcer with first class ticket who is seeking an opportunity to move into management. $120 per week to start. Must be competent announcer, married, have car, good employment history. Send audition tape, personal history employment record and photograph. Box 117R, BROADCASTING.

Wanted . . . Radio station manager with sales ability, top engineer, announcer, salesman. Place . . . new station Key West, Florida. Good salary and commission. Must have proven record and good references. Permanent and good future. Write giving full history and details. Applications confidential R. E. Hook. Aliceville, Ala.

Manager-sales/programming—new fm station Chicago-suburban area. Must know fm selling. Opportunity for loyal, hard-working, community-minded person. $150,000,-000 market plus. Write in confidence, experience, salary, etc. John D. Morgan, WNWC, Box 26, Arlington Heights, Illinois.

Aggressive manager, for expanding chains. New 5000 watt Fargo, N.D. indie. Attractive salary, beautiful incentive plan. Our successful managers become partners. Must be strong on sales and promotion. Gene Williams, W. 411-33rd, Spokane, Washington.

Sales

Northern Ohio medium market needs 2 men, building for top grosses, experienced men only. Box 308P, BROADCASTING.

Sales manager. Major central Ohio market top money and future for man who loves to sell. Box 667P, BROADCASTING.

Aggressive, experienced radio salesman with at least 2 years fulltime radio selling experience. Only those with successful sales record need apply. Position in metropolitan market south Florida. Salary and commission open. Tell all in first letter, include references. Box 740P, BROADCASTING.

$125.00 weekly for salesmen. Also bonus and commission. Metropolitan market east coast. Opportunity unlimited. Box 865P, BROADCASTING

Help Wanted—(Cont'd)

Sales

$100-$150 weekly guarantee plus commission and bonus plan for aggressive self-starter salesmen. Top station Washington, D.C. market. Box 867P, BROADCASTING.

Sales representative: We will pay top salary plus bonus for an energetic, ambitious, experienced sales person for the #1, 30 year radio station in western Arkansas. Town of 60,000 on Oklahoma border—network affiliation. Wonderful living conditions in the heart of this vacation paradise. Get away from the big town rat race and learn how to live at an easier pace. Send photo, references, and full experience in first letter. All replies confidential. Box 876P, BROADCASTING.

Top sales producer needed for top 5,000 watt station in fast growing California market of 300,000. The right man will have chance to become sales manager. Salary plus commission or guarantee against commission. Send full details of background and references plus picture to Box 903P, BROADCASTING.

Florida east coast top station in market looking for top-notch salesman. Box 929P, BROADCASTING.

Excellent New York market, sound station, good people, offers wonderful opportunity in sales. Training provided. Potential five figures. Box 937P, BROADCASTING.

Wanted. Salesmen who can produce for country and western station in California. Write Box 950P, BROADCASTING.

Commercial manager—Outstanding opportunity for aggressive young producer to take over major eastern sales department. Excellent income arrangement and chance for promotion to higher management with multi-ownership group. Box 953P, BROADCASTING.

Salesmen—Two—Excellent chance to earn top income and grow into management. We promote from within. Major and small market opportunity—seven stations. Box 954P, BROADCASTING.

Aggressive. Good opportunity in growing, pleasant, competitive major southeast market. Complete details first letter. Box 983P, BROADCASTING.

Aggressive, experienced radio salesman in well established CBS station in Michigan market. Excellent opportunity. Furnish all details first letter. Immediate opening. Box 986P, BROADCASTING.

Radio sales manager for number one station. Multiple ownership. Outstanding opportunity for experienced man. Send details Box 998P, BROADCASTING.

Salesman. Preferably some experience medium market. Small staff operation in middle east. Send background and etc. to Box 108R, BROADCASTING.

Wanted: Radio-tv and newspaper salesmen. If you can produce, make up to $350.00 per week! 601-705 Olive, St. Louis 1, Missouri. CH. 1-6656.

California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

Wanted, experienced salesman, salary plus commission. Furnish complete background and references. Contact Sam W. Anderson, Manager, KFAA, Helena, Ark.

We have opening for progressive salesman who would like to join real progressive top rated station that really swings. Excellent opportunity for the right man. Send full details to Radio Station WSHE, Raleigh, North Carolina.

Help Wanted—(Cont'd)

Sales

Salesman wanted immediately by WLOF, Orlando, Florida. Good salary guaranteed, incentive bonus arrangements, outstanding fringe benefits with long established, top rated, modern music and news operation. Brand new housing plentiful and inexpensive. Living conditions unrivaled. Tell all in first letter. Write Mr. Howard Kester, General Manager, WLOF Radio, P.O. Box 5756, Orlando, Florida.

Announcers

South Florida metropolitan market. Number 1 station, in beautiful city three miles from the Atlantic ocean, with wonderful living and working conditions, needs a swinging deejay at $135.00 a week. Send resume, tape at once to Box 591P, BROADCASTING.

Modern number one format station in one of ten largest markets auditioning fast-paced, live-wire announcers. Key station leading chain offers big pay, big opportunity. Send tape to Box 864P, BROADCASTING.

In a California market of 300,000 there's a top job waiting for a top dj. If you're really good and can still work with other people, you're our man. Must be able to sell and work with top 40. Must be able to project sparkling personality. Must be able to hold No. 1 audience. Send tape, picture and all details to Box 904P, BROADCASTING.

Wanted: Country and western personalities for California station. Send tape, picture, resume to: Box 951P, BROADCASTING.

Wanted, two young, aggressive deejays, intelligent and willing to work. Some experience required. Medium size, competitive North Carolina market. Starting salary $60-$65. Successful operation, small turnover, great crew to work with. Send resume and tape. Box 957P, BROADCASTING.

Wanted, experienced play-by-play hockey announcer for northern Wisconsin. Some experience in sales desirable. Top rank senior hockey team with top rank personnel and schedule. Send tape and full information. Box 964P, BROADCASTING.

Announcer. Good all-around man in news, sports, record shows for top station in top eastern market. Must be bright in sound and fast on his feet. Send tape, photo, and past performance record to Box 967P, BROADCASTING.

Aggressive man for announcing and/or news, sales or continuity. Excellent staff and working conditions in fast growing 500 watt daytimer in rich eastern Iowa single-station market. Salary according to experience. Send full resume to Box 978P, BROADCASTING.

Experienced. Mature voice. Production. Knows modern independent radio. Major southeast market. Tape only. Box 982P, BROADCASTING.

First phone qualified technical maintenance necessary. Eastern medium market. Send tape and background details to Box 109R, BROADCASTING.

Announcer-copywriter emphasis on copy, preferably experienced. Send tape, copy samples, background, eastern medium market. Box 110R, BROADCASTING.

Morning man upstate New York major market better music station. No rock and roll, first phone desirable. Fast growing station, new modern facilities. Send tape, photo to Box 111R, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Northeast, emphasis local news, 40 hour week. $85.00. Send background, tape, Box 115R, BROADCASTING.

Experienced announcer with first class ticket for Pittsburgh area station. $100 per week to start. Send audition tape, resume and photograph. Box 118R, BROADCASTING.

Combination man wanted, must have first class ticket. Good opportunity, good pay for right man. Don Mitchell, General Manager, P.O. Box 228, Rome, Ga.

Deejay patter material. DJ Books, P.O. Box 1, Elkhart, Indiana.

Wanted: Announcer for top rated station in Cheyenne, Wyoming, three station market—a good sharp man—no format or top "40" operation—two years experience board shift on radio and chance to work in tv, write or wire R. H. Verdon, Chief Announcer, KFBC, Cheyenne, Wyoming.

Have immediate opening announcer-first phone engineer. Must be experienced both. Furnish good references. Position offers permanency, paid insurance and paid vacation with 5 kilowatt, award winning station. Starting salary over $100 per week with raises assured. Apply Merle H. Tucker, Owner, KGAK, P.O. Box 1231, Gallup, N. Mexico.

Announcer to join staff of experienced, capable radio men in a combined, fulltime am/fm operation serving the 4 station market of Farmington-Aztec-Bloomfield, New Mexico. Modern, formula radio-minus noise and rock and roll. Must have minimum of two years experience. Send tape, resume, salary required, to: Candy KNDE Radio, Box 278, Azetc, New Mexico.

Experienced woman announcer-dj work, run own board, write copy. $80-$90 per week. Apply KNIM, Maryville, Missouri.

Announcer wanted with first class radiotelephone ticket for top 40 operation. Experienced for number 1 nighttime show at KSO Radio, Des Moines, Iowa. Immediate position—top money. Rush tape and background resume to Dick Vance, P.D., KSO Radio, Des Moines, Iowa.

If you have 2 years or more experience, are worth $100.00 a week, capable of adult dj work and ad-lib remotes, we can offer a position with an 18 year old fulltime station. No frantics. Married preferred. Contact Dick Pittenger, WASK, McCarty Lane, Lafayette, Indiana.

WFIN, Findlay, Ohio seeks production-promotion minded dj. Duties will include mobile unit news reporting. Station swings, is active as is this city of 30,000. Resume, tape and photo to Manager. Immediate opening.

Morning man who knows c & w music. Must have tight top 40 style production. Send resume, reference, tape to WHIY, 563 North Orange Avenue, Orlando, Florida.

WHYE—Top rated, fast-paced daytimer looking for announcer with/without 1st class ticket. Pays good! Send tape, photo, resume: Box 1187, Roanoke, Virginia.

Needed immediately first phone announcer-salesman. Limited experience ok. Send tape, photo, resume to Claude White, WJMA, Orange, Va.

Announcer opening immediately. Good voice more important than length of experience. Send tape, resume, salary requirements to Amos Stone, WMTA, Central City, Ky.

This swinging top 40 station is looking for good young announcers. Must be able to fit into our swinging team. Send tape and full details to Radio Station WSHE, Raleigh, North Carolina.

Opportunity for bright, talented announcer for modern format kilowatt daytimer. We prefer experienced man, but would accept sharp beginner. Part of expanding chain, our boys move up. Send tape and resume to WSPT, Stevens Point, Wisc.

Two announcers—for variety programming with tight production. Stability and security for the right men. Congenial staff. We're hiring now. Send tape and references. Roger A. Beane, WSSV, Petersburg, Va. REgent 3-4567.

Help Wanted—(Cont'd)

Announcers

Wanted, experienced announcer with first phone. WSYB, Rutland, Vermont.

New station hiring complete announcing staff, plus news and copy people. Single station in city of 25,000. Experience and enthusiasm important. Send resume and tape to Mr. Wright, WTTF, Tiffin, Ohio.

Immediately, previous station combo, experienced. No tapes. WVOS, Liberty, New York.

Announcers, experienced! Openings in many markets. Send tapes, resumes to Paul Baron, Manager, Broadcast Department, Maude Lennox Personnel Agency, 630 Fifth Avenue, New York 20, New York.

Announcers: Many immediate job openings for good announcers throughout the S.E. Free registration. Confidential. Professional Placement, 458 Peachtree Arcade, Atlanta, Ga.

Technical

Wanted: First class ticket man and 3rd class man with sales experience, for country and western station in California. Excellent pay, incentives, benefits. Write: Box 949P, BROADCASTING.

Wanted: Chief engineer for 250 watt station, fully equipped. Mobile equipment experience necessary. Voice capability with news delivery a prime requisite. Salary $90.00 a week to start. Box 965P, BROADCASTING.

Combination man wanted, must have first class ticket. Good opportunity, good pay for the right man. Don Mitchell, General Manager, P.O. Box 228, Rome, Ga.

First phone operator seeking sales opportunity. KCHJ, Delano, serving 14 California counties.

Engineers . . . with first phone . . . for new station. Both beginners and men with directional experience. Car necessary. WPAC, Box 651, Patchogue, New York.

We need good combo man . . . (dj and chief engineer). New transmitter, further expansion planned. Pleasant community, low cost living, top station in area. Send tape and resume to WSPT, Stevens Point, Wis.

Production-Programming, Others

Copywriter and traffic assistant. Large metropolitan station. Top pay. Box 863P, BROADCASTING.

Private secretary and girl Friday. Large metropolitan station. $80-$100 weekly. Box 866P, BROADCASTING.

Traffic director large metropolitan station. Excellent pay. Box 868P, BROADCASTING.

News director radio & tv. Network affiliate. Completely equipped department. Multiple ownership. Send photo and resume Box 999P, BROADCASTING.

Bright fast-paced dj ready for pd for top-rated modern music station. Opportunity for television experience and training. Send tape, picture and resume. Box 100R, BROADCASTING.

Have immediate opening for experienced news editor. Must gather, write and present local news. Journalism background experience absolutely necessary. Position offers permanency, paid insurance and paid vacation. Station enjoys good local news reputation. Starting salary over $100 per week with raises. Apply Merle H. Tucker, Owner, KGAK, P.O. Box 1231, Gallup, New Mexico.

Newsmen. At least two years experience in gathering, writing, and airing local news. Personal interview required. WCGO, Chicago Heights, Illinois.

Copywriter wanted immediately at WLOF, Orlando, Florida. Good salary, outstanding fringe benefits with long established top rated music and news operation. Brand new housing plentiful and inexpensive. Living conditions unrivaled anywhere. Tell all in first letter, write to Mr. Howard Kester, General Manager, WLOF Radio, P.O. Box 5756, Orlando, Florida.

Help Wanted—(Cont'd)

Production-Programming, Others

Capable newsman—we have mobile transmitter, portable tapes, aerial satellite, electronic secretary, typewriter, desk, separate office, vacant due to illness. We want capable, aggressive news hound—preferably able to appear on the air. WTVB, Coldwater, Michigan.

RADIO

Situations Wanted—Management

Experienced manager, all phases, strong sales, hard working, progressive. Wants position with future. Metropolitan and medium market background. Write Box 751P, BROADCASTING.

California manager-wife team. Excellent background and references. Desire east. Box 752P, BROADCASTING.

Topped industry sales records repeatedly. Opportunity for revenue expansion first consideration. Salary secondary. Specialist operations and sales productivity medium and small markets. Box 784P, BROADCASTING.

Presently sales manager two station market, last position manager small market. First phone, top salesman, journalism degree. Ready and able to manage/sales manage two or three station market. No south, present employer knows of this ad and will give highest recommendation. 33 years old. Family Box 869P, BROADCASTING.

General manager, strong sales, economy-minded, thorough knowledge competitive programming, offers station owner aggressive leadership—above average profits. 25-year veteran. Family man. Best references. Box 881P, BROADCASTING.

Station manager or commercial manager available. Finest references from employer. Sale of station reason for move. Contact Box 960P, BROADCASTING.

Human head for hire. Has an ear for music, an eye to the future, desires position it can sink teeth into. 8½ years experience combo 1st phone. P.D., producer, manager, music director top forty, jazz, or adult format. Family man wants security. Lets put heads together. Box 968P, BROADCASTING.

Experienced all phases. Work salary or percentage of profits. Prefer small market. Available at once. Box 974P, BROADCASTING.

Managing small market, number one programming and sales. Want metropolitan or medium, challenge, money. Top agency references. Box 994P, BROADCASTING.

Station owner medium-large market. Experienced manager-sales manager wants connection live-stable operation as manager-sales manager, sales development. Create sales, promotion, program ideas. Postcard gets complete information. Box 105R, BROADCASTING.

Sales

Available on or about January 1st. Age 36, now working N.Y.C. 14 years broadcasting, 7 in tv. Seeking sales manager job. Preference midwest. Reply Box 913P, BROADCASTING.

Experienced airman 22, desire learn sales your way. Presently employed. Box 958P, BROADCASTING.

Experienced announcer-salesman, program director, copywriter. Box 973P, BROADCASTING.

Announcers

Personality-dj. Versatile. Experienced. Creative, gimmicks, commercials. Cooperative. Tape available. Box 795P, BROADCASTING.

Negro announcer, well experienced r&b, news, excellent gospel. Desires future. Box 889P, BROADCASTING.

Sales-announcer. Good sales experience. Trained announcer. Permanent. Consider anywhere. Box 945P, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Experienced, currently employed dj. Proven dependable on all formats. Radio school grad., easy to work with, have had pd work. Young, hold 1st ticket. Will send tape, picture, and resume upon request. Prefer permanent berth in west. Box 896P, BROADCASTING.

Looking? Hard working, sober, network caliber, mature announcer—20 years in radio, 10 in tv—desires to relocate in east. No drifter. Presently employed, but available on reasonable notice. No gimmicks or rock 'n roll man, but capable of doing convincing newscast, sane dj show, personable mc job and good selling commercial on mike or camera. Also write continuity that sells. Resume, tape and picture upon request. Box 925P, BROADCASTING.

Female announcer. All-around gal for station. Intelligent. Reliable. Versatile. Box 946P, BROADCASTING.

Staff-dj seeks move to medium size midwest market. Currently employed as announcer-pd. Adult music. Box 948P, BROADCASTING.

You can't put me in a bigger market—Just a bigger station. Fast-paced, personality dj. Five years experience. College grad. Prefer Storz or format. Now making $125. Box 956P, BROADCASTING.

Top flight air personality, 3 years experience, know formula radio, have worked major markets, top ratings, like Florida but will consider all offers. Box 970P, BROADCASTING.

Experienced radio announcer-dj. Single, age 21, 2 years college, 2 years professional experience. Presently employed. Seeking opportunity to advance. Background in personality. Top 40, adult format, news. Box 979P, BROADCASTING.

Hear now! Dee-jay. 10 years in midwest major market. Quietly, clever stylist, emphasis on production, well-spaced gimmicks. Can sell with sincerity. Will play pops not just 40 tops, please! All right, majors, I need you. Can you use me? You first. Box 981P, BROADCASTING.

DJ, newsman 4½ years experience, 200 mile radius N.Y.C., minimum $85 per week. Box 990P, BROADCASTING.

Cut your overhead without cutting the efficiency of your operation. You can with this combo-combo . . . Fourteen years experience, all phases of radio. Morning man with first phone, sports announcer, continuity writer, program director, can even do some selling. Solid record of performance. Adult type stations only. Box 991P, BROADCASTING.

Hello Wisconsin! Desire personal interview with station manager who needs experienced dj, newsman, copywriter. Need first phone and maintenance experience? Have that too. Box 996P, BROADCASTING.

Fully experienced radio-tv deejay announcer. Can work any format. Box 101R, BROADCASTING.

Announcer — Graduate professional radio school. Experienced, veteran, prefer north east. Tape, resume available. Box 112R, BROADCASTING.

Good-music announcer. Thoroughly experienced. Classical, semi-classical. Cultured, mature voice. Box 113R, BROADCASTING.

Strong air salesman. Metropolitan personality. Mature voice. Easy pace. Entertaining. Box 114R, BROADCASTING.

FM and am quality stations who need a staffman with mature voice, excellent diction, write J. Benjamin, 1181 Stewart Ave., S W., Atlanta 10, Georgia.

Combo announcer-dj one year experience. First phone. $90. Car. Prefer formula radio. Will travel anywhere. Kriss Crowther, 4021 S. Grand, Spokane, Washington, Madison 4-1656.

Disk jockeys, newsmen, engineers, salesmen, program directors, managers. Tell us your needs for quick confidential action. Disk Jockey Placement Agency, 100 West 42 St., New York City.

Situations Wanted—(Cont'd)

Announcers

DJ, news, announcer, first phone, experienced, versatile, maintenance. Available immediately, Box 119R, BROADCASTING.

Recent grad S.R.T. Colored. Have jive, will travel. Howard Hayward, 229 West Palisade Avenue, Englewood, N.J.

Announcer-dj. 2 years all-around experience. Will relocate anywhere. Larry Light, Cincinnati—Terrace 1-5785.

Staff announcer, first ticket. Have car, 25, single. All staff duties. Macumber, 510 16th St., Oakland, Calif. TW. 3-9928.

Announcer-traffic-copywriter. Experience all phases. Board operator. Top 40, sweet, or classical. Now working, available one week notice. Prefer south but good offer takes me anywhere in the 50 . . . Dick Michelson, WKTG, Thomasville, Georgia . . . CA. 6-5343.

Young, reliable, professional broadcasting school graduate, desires start in radio. Write David Pfeiffer, 5938 South Sawyer Avenue, Chicago 29, Illinois or call PRospect 8-5338.

Colored. Beginner dj. Experience in sales, control board operation. Willing to travel. Telephone AC 2-5846. Address—Mel Placide, 121 St. Nickolas Ave., New York 26, N.Y.

Announcer, experienced, first ticket, proven sales record, classical, western or top 40. Married. Have car. Russell, 2929 Broadway, Oakland, California. TW 3-8895.

Technical

Maintenance engineer desires permanent position. Ten years experience am-fm. Box 892P, BROADCASTING.

First class engineer-announcer seeking job with radio station. Box 959P, BROADCASTING.

Ten years experience, 1½ years tv. Would like job in southwest. Prefer Texas. AM or tv. Box 980P, BROADCASTING.

Engineer. First class ticket. Three years chief small station. Slightly handicapped. Married. Owns car and housetrailer. Prefer Rocky Mountain or midwest. Loren Gold, P.O. Box 574, Fort Collins, Colorado.

Production-Programming, Others

Program or news director: Six years radio first phone. Experienced leg-man small daily, journalism background, professional news coverage. Capable air-man, run tight board. Former continuity chief, 10 kw. No top forty, or maintenance. South only, want 100 mile radius Atlanta. Minimum $100. Box 726P, BROADCASTING.

Reporter-newscaster—Responsible, complete coverage, professional delivery, now working, 8 years radio-newspaper experience, best references, college, car, interested radio and/or tv. Box 861P, BROADCASTING.

Continuity writer. 15 years station and ad agency experience. Know-how in all station operations. Box 962P, BROADCASTING.

Want to hear from radio, tv, production, promotion, agency, or related company wanting to talk with man who can be counted on, and trusted to do a job. Entertainment, show business, and radio background. Educated, experienced, on air or off. Box 121R, BROADCASTING.

Newswriter-newscaster with 13 years radio-tv background desires more challenging position. Currently working for No. 1 station in top-30 market. Box 123R, BROADCASTING.

Experienced radio-tv news editor-announcer. Upper midwest preferred. David Gilstad, Baldwin, Wisconsin. Tel. 26F31.

News, sports director, 26, play-by-play all sports. Accent gathering, writing. Presently employed, family. Let's talk. Bob Zerkle, Temple 6-8892, Macomb, Illinois.

TELEVISION

Help Wanted—Sales

Sales manager to supervise sales of two television stations. Must have experience and be willing to work. One of the best opportunities in the industry for the right man. Send full details. Box 997P, BROADCASTING.

Announcers

Announcer for sign-on shift midwest tv station. Prefer applicant from Illinois, Wisconsin, Indiana, Iowa area. TV experience not necessary, but must have radio background. Position open late November. Send full resume and recent photo to J. W. Kelin, Program Director, WTVO, Rockford, Illinois.

Technical

Immediate openings at expanding station for television transmitter engineers. Experience necessary for two openings, and preferred but not necessary for two others. Contact Chief Engineer, Russell Trevillian at KXII-TV, Ardmore, Oklahoma.

Wanted: 1 engineer with first class license. Experience not necessary. No phone calls. WINK-TV, Fort Myers, Florida.

ETV—Must have 3 years experience as studio maintenance engineer. Excellent position in newly expanded 100 kw plant. Employment by November. Send resume and phone number. Herb Evans, WTHS-TV, 1410 N.E. 2nd Avenue, Miami, Florida.

TV studio engineers for design, test, and field engineering. Rapidly expanding progressive company. All benefits, plus rapid advancement for qualified engineers. Foto-Video Laboratories, Inc. CE. 9-6100, Cedar Grove, New Jersey.

Assistant chief engineer or studio operations. Salary open. Prefer 2 to 3 years experience in maintenance. J. Smith, Chief Engineer, Box 840, Corpus Christi, Texas.

Production-Programming, Others

Wanted in major west coast market: All-around tv promotion manager to handle publicity, sales promotion, merchandising, research, ad layout and copy, complete budget planning and execution. Salary commensurate with experience. Send complete resume, current photo to Box 917P, BROADCASTING.

TELEVISION

Situations Wanted—Sales

Experienced producer - director. Family. Creative. All phases production. Desires sales position. Box 988P, BROADCASTING.

Aggressive, experienced young television salesman desires opportunity with progressive organization. Box 992P, BROADCASTING.

Experienced radio manager-sales manager metro markets . . . wants change to television sales, metro market. Everybody needs professional salesmen and sales management. Box 104R, BROADCASTING.

Announcers

Now tv announcing in top 10 market. Extremely versatile . . . desires change. Box 811P, BROADCASTING.

Sportscaster—tv, radio, play-by-play, seven years experience. Top ratings. Seeking relocation in large market. Box 822P, BROADCASTING.

Experienced. 11 years radio, 6 television, versatile, teens personality to news and sports. Excellent sales presentation. College graduate, family. Desires major market or network staff only. Box 122R, BROADCASTING.

Technical

TV studio technician, three years experience, first phone, excellent references. Box 947P, BROADCASTING.

Chief engineer — 10 years experience. Proven record. Presently assistant chief. Strong on planning, construction. Six years in present job. Box 952P, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

TV engineer wishes to relocate in northeast or midwest. Experienced studio operations, maintenance, Ampex video tape. Box 963P, BROADCASTING.

Engineer 8 years experience in all phases radio—some tv. Wish opportunity in tv. Permanent position with future in engineering. Presently employed. Box 993P, BROADCASTING.

Production—Programming, Others

Production manager-director: Married, B.A., M.A., 2½ years. TV experience, desires position requiring initiative. Box 920P, BROADCASTING.

Artist. 7 years television experience. All phases production. Outstanding brush, airbrush, pen, set designing, building. First ticket. For full resume contact Box 955P, BROADCASTING.

Director's position desired, 3½ years broadcasting college, 2½ years commercial tv. Experienced in all phases of production and engineering departments. Present employer understand my ambitions but foresees no future opening. Excellent references. Married, vet. Box 987P, BROADCASTING.

TV director-producer available; experienced local station, closed circuit; M.A.; 30. Highly recommended. Write Box 120R, BROADCASTING.

FOR SALE

Equipment

For sale.. 5 kw vhf tv transmitter channels 2-6. 25 kw vhf amplifier channels 2-6. 25 kw vhf amplifier channels 7-13. Box 976P, BROADCASTING.

Ampex VTR 1000—Used only 35 hours. Reason for selling, going full color. Price $39,000. 124R, BROADCASTING.

5 kw transmitter Gates BC-5A complete with tubes and crystal in good operating condition. Currently on air at KYOK, Houston, Texas. Price $5900. Terms can be arranged. Available for immediate shipment. Stanley Ray, 505 Baronne St., New Orleans 12, La.

Custom built mobile studio; used only five months; inside measures 7½ feet wide, 20½ feet long, 7 feet high; weight 4,000 pounds; 6 double-glass windows 43" x 72"; fully insulated, heated; fully wired for mikes, lights, telephone; external 110VAC with inside receptacles; complete for on-the-air use except amplifier and mikes, PA with all-weather speaker on roof; priced for quick sale $2150. Contact Dick Shepard, General Manager, WHAM, Rochester, N. Y.

Collins 21A 5 kw transmitter maintained in original condition, only factory-approved modifications, now operating. Excellent quality. Ten years old. Price $4,000. Terms. Address Radio Station WISE, Box 75, Scenic Highway, Asheville, N.C.

Heavy duty, 300 foot guyed tower, standing, 304 feet with beacon. Uniform triangular cross section, has base insulator. Strong enough to support side antenna. Excellent condition. WKAN, Kankakee, Illinois.

RCA type 76-B-5 consolette and power supply with instructions. First class condition. Write WRJW, Picayune, Mississippi.

50W2 McIntosh power amplifier, 600 ohm balanced line, plug-in preamplifier stage, excellent condition, $115.00. Joe Beck, 1004 Truxillo, Houston 4, Texas.

Video monitors. Closed circuit and broadcast. Foto-Video Laboratories, Inc., Cedar Grove, New Jersey. CE. 9-6100.

Ampex 601-2 stereo recorder demo $849.50; Ampex 600-2 stereo recorder $695.00; Ampex 400 full track in console cabinet $395.00; Ampex 351-2 new $1865.00. Contact Noel Palm, High Fidelity Enterprises, 901 El Camino Real, Menlo Park, California.

Ampex 601 **recorder.** Perfect. Less than 20 hours use. $475.00. Allen Olinger, Jr., 207 So. Ridgewood, Kentfield, California.

WANTED TO BUY

Stations

Special advertising agency owner. Will purchase or lease station now losing money. Will show stations how to convert red ink to black. All replies confidential. Box 894P, BROADCASTING.

Any station, any market up to $20,000. Box 972P, BROADCASTING.

Wanted: Experienced broadcaster in Virginia desires to lease am station in small market in Virginia or North Carolina. All replies confidential. Box 977P, BROADCASTING.

Haskell Bloomberg, Station Broker, 208 Fairmount Street, Lowell, Massachusetts, Telephone Glenview 5-5823.

Equipment

UHF low power tv transmitter and allied equipment for experimental purposes. Must be able to be licensed. Give full information in first letter. Box 923P, BROADCASTING.

3—10 kw fm transmitter and studio console wanted. Box 989P, BROADCASTING.

Wanted. Will buy pullers for model 900 Presto tape machines. Write Chief Engineer, Radio Station KATE, Albert Lea, Minnesota.

Equipment wanted—RCA TG-1 sync generator. 3-RCA master monitors preferably TM-6, 2-DuMont stabilizing amplifiers, 4-RCA console housings with end sections, 1-video patch panel. All equipment should be in A-1 condition. George Sprague, C. E. WLOS-TV, Box 2150, Asheville, N. C.

Wanted, microwave equipment in the two thousand or six thousand megacycle band to retransmit video and sound channel. Contact Patrick J. Lamartina, Capital City Television Limited, 791 Somerset Street, West, Ottawa, Canada. Phone CEntral 2-2733.

3-5 kw fm transmitter with or without tape player and accessories. Also interested 250 w to 10 kw, am and fm. Submit details. Compass Electronics Supply, 75 Varick Street, New York 13.

INSTRUCTIONS

F.C.C. first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City, and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta. 1139 Spring St., N.W., Atlanta, Georgia.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting Oct. 28, 1959. January 6, March 2, 1960. For information, references and reservations write William B. Ogden. Radio Operational Engineering School. 1150 West Olive Avenue, Burbank, California.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

FCC license in six weeks. Resident classes November 16, January 18. Guaranteed personal instruction by Waldo Brazil, Pathfinder Radio Service, 510 16th St., Oakland, California.

MISCELLANEOUS

Plan Christmas spot campaigns now. We write, voice, record custom commercials. No jingles. M-J Productions, 2899 Templeton Road, Columbus, Ohio.

RADIO

Help Wanted--Management

EXPERIENCED SALESMANAGER WANTED

Who can realize exceptional earnings at a top-rated midwest major market independent. If you're willing to work around the clock and personally and continuously solicit business—not just "supervise"—and if you can prove your ability through past performance and references—contact us immediately. Top earnings, stock options and fringe benefits available to right man. Please don't reply unless you have truly outstanding record.

Box 880P, BROADCASTING.

Announcers

One of the Outstanding Popular Music Stations

In the country would like to hear from you if you are a swinging disc jockey and would like to re-locate. Screamers need not apply. Good mature jockeys are our objective. We are located in a major market in the mid-western part of the nation. Send tape, photo, biography and salary expected to Box 907P, BROADCASTING.

TOP DJ'S NEEDED

For newly acquired station in major market. Modern personality format station. Send resume and tape. Minimum two years on air experience required.

Box 971P, BROADCASTING.

SOMEWHERE THERE'S ANOTHER VICTOR BORGE . . .

Someone who can ad-lib, execute piano artistry, develope features, sing, and carry one and one-half hours of a five-day a week show **ON HIS OWN SHOULDERS.** Large radio station major market. Adequate remuneration. Send tape and resume to Box 985P, BROADCASTING. No dreamers, no prima donnas need apply.

EVER HAD THE URGE . . .

To work at a top rated pop-music operation where **REAL PERSONALITY** is a **POLICY,** not a **PROMISE?** Then come join KSTT's happy house of swinging, imaginative deejays here in the **QUINT CITIES.** We have an immediate opening for an **A.M.** man with a fresh approach. **A COMIC . . . A CHARACTER . . .** You tell me! Public appearances, publicity, promotions . . . unlimited future . . . New, beautiful facilities! Money: let's talk! Tape (air special) to: Ken Draper, KSTT Radio, Davenport, Iowa.

Help Wanted—(Cont'd)

Announcers

MAJOR 50 KW STATION

HAS OPENING FOR

All Night Personality

Major eastern 50 kw. station looking for personality who is different and can get top audience. Must be pro, fresh, intelligent, have a way with a commercial, know how to pace a show. Send audition tape—News, Music, the works—photograph, previous employment, current income, to

Box 102R, BROADCASTING

SPORTSCASTER-NEWSMAN

To work news shift and specialize in sports as featured on-the-air sports personality. Reply to Boyd Harrier, WTAR, Norfolk, Virginia.

RADIO

Situations Wanted

Production-Programming, Others

Still Watch Television?

THEN YOU KNOW . . .

Radio has never had a better chance to take a giant step than right now.
But I'm afraid radio is in mortal danger of shouting and bell-clanging itself right out of that chance!
And that's stupid . . .
Because radio can be responsible and realistic and aggressive . . .
And all at the same time.
If you think your radio station should stand for more in your community than a wet nurse for the pre-shave crowd . . .
If you agree . . .
The successful station is the station that shows it really cares about its image in the community . . .
Then maybe this will suggest a thing or two to you:

- *I have had genuine success in programming an outstanding station image in one of the nation's most competitive markets.*

I want to step up to:

- *One of the top 10 markets*
- *A group programming position*
- *A part-owner or equity arrangement*

Obviously, I'm not interested in:

Stors or McClendon or Bartell or Star.

And if, as you read this, you think I've eliminated everyone worth considering . . .

I'm not interested in you either.

Box 926P, BROADCASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

AVAILABLE NOVEMBER 1st:

Mature newsman, ending association with dominant station in major midwestern market after six years. 15 years background broadcasting, college-trained journalist with key contacts in every field from politics to sports. Thoroughly versed all phases of LOCAL news-gathering and reporting. Can direct complete news operation. Exceptional ability as writer and analyst. Has covered every special event from tornado-approach to National Political Conventions. Good voice and lively personality. Authoritative delivery stems from KNOWING what IS news—WHEN. Family man, 34, veteran of both newspapers and radio. Has spurned television thus far but will take plunge when sufficiently motivated. Prefers post as morning editor. Can be had for "very little money" if working conditions and hours are right. (Please note clause following last conjunction!).

Box 890P, BROADCASTING.

TELEVISION

Help Wanted—Sales

THE MOST OUTSTANDING OPPORTUNITY EVER OFFERED AN IMPORTANT FILM SALESMAN

A dynamic, small film and radio programming company, with a fantastic track record, offers the following to a salesman's SALESMAN:

(1) Profit sharing plan
(2) Stock option plan
(3) Outstanding commissions with advance.

Our midwestern V.P. earned $78,500 last year (our books are open). We expect to talk to a seasoned sales vet, worth that much money, who will understand the meaning of OWNERSHIP in a business as tough and unrelenting as ours. Of course, all replies will be held confidential. We own no desks.

Box 106R, BROADCASTING

Technical

WFMY-TV, GREENSBORO, N.C.

Needs to add engineer with first class license. Must have television training or experience. Excellent working conditions, insurance plans, 40-hour week. Write Mr. Doyle Thompson, Chief Engineer, with full details on training, experience. Send photograph. This is a job for a man who wants a permanent situation.

TELEVISION

Situations Wanted

Production-Programming, Others

SALES PROMOTION MANAGER

Six years television experience in advertising, merchandising, sales promotion (local and national level), interested in television promotion with sales future. Successful in sales and sales administration in other fields. Excellent references from present management in major southern market. Creative ability—realistic approach. Prefer lower California, Texas, Florida.

Box 116R, BROADCASTING

WANTED TO BUY

Stations

AM STATION WANTED

Private purchase, no brokers, negotiations in strictest confidence. I will pay 29% cash with balance over realistic period. Can assure highest type operation. No southern, no city under 20,000.

Box 969P, BROADCASTING.

WANTED TO BUY

Class "B" FM radio station.
in
New York City area.
All replies strictly confidential
Reply Box 571, Wheaton, Illinois

Responsible business man looking for radio station in $100,000.00 price range. Must be in black. Brokers invited.

Box 204
Bridgeport, Connecticut

Equipment, etc.

READY TO BUY SPOTS ON YOUR RADIO-TV STATION

If you have business news or other show slanted to investors. Write

Box 995P, BROADCASTING

MISCELLANEOUS

FUNNYPHONE

Radio's new and successful fun game! 13 entertaining weeks of instantaneous audience reaction. 650 clever Funnyphone questions and answers; formats; teasers; promos, $100. For more details, write or wire:

SPECIALIZED PROGRAMMING SERVICES
Box 694P, BROADCASTING

FOR SALE

Stations

SOUTHERN CALIFORNIA RADIO STATION

1000 watts—possible 5000 watts. Tremendous growth area. 1,000,000 population in coverage area. Purchase price $350,000, 30% down, balance five years.

Box 984P, BROADCASTING

PACIFIC NORTHWEST

Full time local station in one of the better growth markets of the Northwest. Grossing better than $4500 monthly and can do much more. Valuable real estate included at $67,000 with $20,000 down and the balance on easy terms.

Box 103R, BROADCASTING

FOR SALE

Stations

Bessemer, Alabama, Population 35,000. Single station market. 1450-250 watts full-time with application for one kilowatt. Reason for sale, owner buying property in larger market. Price $150,000—principals only. Owner will consider trade of smaller station. For full information call or write Gene Newman, % Radio Station WEZB, Dinkler-Tutwiler Hotel, Birmingham, Alabama. FAirfax 2-4641.

W. Coast	Single	500w	75M	terms
Car.	Single	1kw-D	45M	terms
Calif.	Single	250w-F	65M	terms
Minn.	Single	1kw-D	105M	terms
Ky.	Single	1kw-D	100M	terms
Ariz.	Small	1kw-D	65M	terms
Iowa	Small	1kw-D	116M	terms
Mass.	Monop.	250w	135M	terms
Fla.	Medium	250w-F	250M	terms
Ala.	Medium	250w	160M	terms
Okl.	Medium	1kw-F	150M	terms
N.Y.	Medium	1kw-D	150M	terms
Gulf	Metro	1kw-D	100M	terms
Ala.	Metro	1kw-D	175M	terms
East	Major	Combo.	850M	terms

And Others.

PAUL H.
CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS

Atlanta
Chicago
New York
San Francisco

Please address:
1182 W. Peachtree
Atlanta 9, Ga.

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS
ESTABLISHED 1946
NEGOTIATIONS MANAGEMENT
APPRAISALS FINANCING
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

Stations from $48,000 to $1,000,000 in cities of 5,000 to 5,000,000 population. PATT McDONALD, Box 9266, AUSTIN, TEXAS. GL. 3-8080—or—Jack Koste, 60 E. 42nd., N.Y. 17, N.Y. MU 2-4813.

NORMAN & NORMAN
INCORPORATED
Brokers — Consultants — Appraisers
RADIO-TELEVISION STATIONS
Nation-Wide Service
Experienced Broadcasters
Confidential Negotiations
Security Bldg. Davenport, Iowa

STATIONS FOR SALE
Ours is a personal service, designed to fit your finances, your qualifications and your needs.
If you are in the market for either an AM, FM or TV station anywhere in the country be sure to contact us at once.
JACK L. STOLL & ASSOCIATES
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HOllywood 4-7279

Continued from page 123

Oct. 16 date for exchange of preliminary drafts of technical engineering exhibits in proceeding on applications of Bald Eagle-Nittany Bcstrs and Suburban Bcstg. Corp., for am facilities in Bellefonte and State College, Pa. Action Oct. 14.

By Hearing Examiner Herbert Sharfman

Scheduled prehearing conference for Nov. 16 in matter of complaint by WSAZ Inc. (WSAZ-TV) Huntington, W.Va., alleging that AT&T has charged greater compensation for use of program transmission channels between Columbus, Ohio and Huntington, than is specified in applicable tariffs. Action Oct. 16.

Cancelled prehearing conference scheduled for Oct. 26 in proceeding on applications of Lawrence W. Felt and International Good Music Inc., for fm facilities in Carlsbad and San Diego, Calif. Action Oct. 14.

Upon request by International Good Music Inc., rescheduled prehearing conference for Nov. 17 in preceding on its application and that of Lawrence W. Felt for fm facilities in Carlsbad and San Diego, Calif. Action Oct. 19.

Scheduled conference for Nov. 9, and extended to dates to be set by subsequent order time for filing initial proposed findings of fact and conclusions now due by Nov. 2, and for filing replies, now due by Nov. 12, in Terre Haute, Ind., tv ch. 10 proceeding. Action Oct. 13.

BROADCAST ACTIONS

By Broadcast Bureau
Actions of October 16

WISE-TV Asheville, N.C.—Granted transfer of control from **Harold H., Meredith S.,** and **Matilann S. Thoms** to **WCOG Inc.**

WNWC (FM) Arlington Heights, Ill.—Granted assignment of cp to Northwest Suburban Bcstrs. Inc.

KWME Walnut Creek, Calif. — Granted mod. of cp to change type ant.

Following stations were granted extensions of completion dates as shown: WFBM-FM Indianapolis, Ind. to Feb. 4, 1960; KXRQ (FM) Sacramento, Calif. to Jan. 5, 1960, and WLPM Suffolk, Va. to Dec. 31.

Actions of October 15

Granted licenses for following am stations: KEYD Oakes, N.D., and specify studio location and remote control point location; WPOM Pompano Beach, Fla.; KURL Billings, Mont.; KBFS Belle Fourche, S.D.; KBJT Fordyce, Ark., and specify studio location (same as trans.) and delete remote control request; WGRC Green Cove Springs, Fla.

WDAS - FM Philadelphia, Pa. — Granted license for fm station.

***KHPC (FM) Brownwood, Tex.**—Granted license for noncommercial educational fm station.

WJZM Clarksville, Tenn.—Granted license covering installation new trans.

KOHU Hermiston, Ore.—Granted license covering installation new ant.

KWLC Decorah, Iowa — Granted license covering change of ant.-trans., and installation new ant. system; remote control permitted.

KDEC Decorah, Iowa — Granted license covering change of ant.-trans. location and installation new ant. system; remote control permitted.

***WHHS Havertown, Pa.**—Granted license covering change of ant. trans. location and studio location; remote control permitted.

WFAI Fayetteville, N.C.—Granted license covering installation new trans.

WEEX-FM Easton, Pa.—Granted cp to increase ERP to 16 kw, and make changes in ant. system (sidemount fm ant. on WEEX [AM] tower).

KDKA-FM Pittsburgh, Pa.—Granted cp to make changes in transmitting equipment.

WETZ New Martinsville, W.Va.—Granted cp to install new trans. and move trans. site; condition.

KOMC (TV) McCook, Neb.—Granted mod. of cp to change ERP to vis. 100.8 kw, aur. 50.4 kw, install new trans. and ant. system, and make changes in equipment; ant. 710 ft.

WDEB Pensacola, Fla.—Granted mod. of cp to change type trans. and specify main studio location; remote control permitted.

KEYI Paradise, Calif.—Granted mod. of cp to change type trans. and change studio location; remote control permitted; conditions.

WTOL Todelo, Ohio—Granted mod. of cp to change type trans.; condition.

WLOG-FM Logan, W.Va. — Granted request for cancellation of license; call letters deleted.

WMAS Springfield, Mass. — Granted request for cancellation of license for old alternate main trans.

KRKD (FM) Los Angeles, Calif.—Granted request for cancellation of license for aux. trans.

WLAV Grand Rapids, Mich.—Granted request for cancellation cp for aux. trans.

Actions of October 14

WEZY Cocoa, Fla.—Granted assignment of cp and license to WEZY Inc.; and assignment of license of remote pickup stations to WEZY Inc.

KROS - AM - FM Clinton, Iowa — Granted transfer of control from estate of **Mrs. A.J. Hammond** to **B.M. Jacobsen.**

WLOX Biloxi, Miss.—Granted cp to install new trans.

WEAM Arlington, Va.—Granted cp to install new trans. as aux. trans.

WTOB Winston Salem, N.C.—Granted cp to install new trans. as alternate main nighttime, aux. day.

WLEU Erie, Pa.—Granted cp to install new type trans. as aux. trans. at present main trans. site.

Following stations were granted extensions of completion dates as shown: WRED (FM) Youngstown, Ohio to Oct. 31; WAZE Clearwater, Fla. to April 11, 1960; WMPS-FM Memphis, Tenn. to Nov. 15; *KFJC (FM) Mountain View, Calif. to Nov. 3.

Actions of October 13

KWOS Jefferson City, Mo.—Granted involuntary transfer of control from estate of **R.C. Goshorn** to **William H. Weldon, Robert C. Blosser** and **R.L. Rose.**

KARI Blaine, Wash.—Granted assignment of cp to Birch Bay Bcstg. Inc.

Granted licenses for following tv translator stations: K76AL Canby T. V. Club, Canby, Calif.; K71AL, K79AE, K76AM, Tillamook TV Translator Inc., Tillamook, Ore.; K80AQ Needles Community Television Club Inc., Needles, Calif., Gas City, Davis Dam and Bullhead, Ariz.

K72AE Needles, Calif., Gas City, Davis Dam and **Bullhead, Ariz.**—Granted license covering changes in tv translator station.

WSYE-TV, WSYR-AM-FM-TV Elmira and **Syracuse, N.Y.**—Granted mod. of licenses to change name to Central Bcstg. Corp.

National Bcstg. Co., New York, N.Y.—Granted authority to transmit programs to stations under control of Canadian Bcstg. Corp. or to any licensed station in Canada whether or not such programs are network programs and whether or not they pass through NBC's regular chain facilities.

Columbia Bcstg. System Inc., New York, N.Y. — Granted extension of authority to transmit programs of stations CFRB, CKAC, CJAD and other stations under control of Canadian Bcstg. Corp. for period beginning Sept. 15 and ending Sept. 15, 1960; without prejudice to such action as Commission may deem warranted as result of its final determinations: (1) with respect to conclusions and recommendations set forth in report of Network Study staff; (2) with respect to related studies and inquiries now being considered or conducted by Commission.

Following stations were granted extensions of completion dates as shown: K83AH Teleservice Co., Roseburg, Ore. to Nov. 30; WSBC-FM Chicago, Ill. to Feb. 3, 1960, and WMOZ Mobile, Ala. to May 2, 1960.

Actions of October 12

WKIZ Key West, Fla. — Granted license for am station and specify studio location (same as trans.).

KBIM-FM Roswell, N.M.—Granted license for fm station; remote control permitted.

WMBR - FM Jacksonville, Fla. — Granted license to decrease ERP to 40 kw and change studio location; ant. 992 ft.

WMT-TV Cedar Rapids, Iowa — Granted mod. of license to reduce aur. ERP to 50 kw and make minor equipment changes (main trans. & ant.).

KRBC-TV Abilene, Tex.—Granted cp to change ERP to vis. 145 kw, aur. 72.5 kw; change type trans. and ant. and make other equipment changes.

WJXT (TV) Jacksonville, Fla.—Granted cps to change type trans., studio location (same as trans. site), redescribe trans. location and make minor equipment changes; ERP vis. 100 kw, aur. 69.2 kw (main trans. & ant.); and make changes in aux. ant. station to include old main trans. as aux. trans.; change studio location, same as trans. site and redescribe trans. location (aux. trans. & ant.).

WUST-FM Bethesda, Md.—Granted mod. to cp to change ant., ant. height to 255 ft., studio, install new ant. and make changes in transmitting equipment; condition.

WJDX Jackson, Miss.—Granted extension of completion date to Feb. 5, 1960.

K73AI Redwood Falls, Minn.—Granted extension of completion date to April 8, 1960.

PETITION FOR RULEMAKING DENIED

Joint Council on Educational Television, New York, N.Y. (7-24-59)—Requests amendment of rules so as to change educational reservation at Wausau, Wis., from uhf ch. 46 to vhf ch. 9. Denied by memorandum opinion and order adopted Oct. 7, and released Oct. 14.

NOTICE TO EDITORS—For more than 30 years, Metropolitan Life has sponsored advertising messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors) free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.

The Wonderful World . . . of your 6 to 8-year-old child

It's a busy, wonderful world for children 6 to 8 . . . and it will become more so as they "graduate" from home and begin to live on their own as primary graders.

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Yet, the wider world which the 6 to 8-year-old child enters isn't always a smooth one . . . and the guidance, sympathy and reassurance of "moms" and "dads" can be just as vital as when your child was only a toddler.

Those early years at school, for instance, are often difficult. A child may become shy, timid, or worried even at the thought of going to a strange place. Such behavior is a signal to give reassurance . . . rather than pushing or prodding. With the right support, both at home and in school, youngsters usually make a good adjustment and gain in courage and confidence.

It's most important for parents to show enthusiastic interest in a youngster's school work. Take time to listen, to praise and to encourage—children thrive on it.

Even though your youngster may be the picture of health, don't neglect those safeguards that mean so much to healthy physical and emotional growth . . . especially regular medical and dental check-ups.

Be sure to ask your child's physician about any "booster" shots that may be needed to renew protection against polio, tetanus, diphtheria and other diseases.

Since your youngster will be away from you more and more, re-emphasize the importance of safety. Be sure to show your child where he should cross the street, and emphasize crossing only with the green light. Teach him to ride his bike safely. Explain why he should wash cuts and scratches promptly and apply sterile bandages.

Should your youngster have special difficulties with any of his studies, an examination should be made of the eyes and ears. Defects which can be corrected are often the cause of low grades and ultimate dislike of school.

Would you like to know more about how you can help your youngster grow, develop and learn? Then, send for Metropolitan's new booklet called "6 to 8—Years of Discovery."

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OUR RESPECTS TO . . .

Martin Stone

Martin Stone was a bright young lawyer 20 years ago, bolstered by a Phi Beta Kappa key, a degree with honors from law school and a coveted position as law secretary to the Chief Judge of the New York State Court of Appeals. The path appeared sure and straight for a distinguished career in law.

But as any student of the law and literature knows, "there's many a slip 'twixt the cup and the lip." In 1941, a colleague in Albany, N.Y., who reviewed books as a hobby, explored with Mr. Stone the idea of a radio program devoted to books. Offhandedly, Mr. Stone suggested that drama could be injected into such a program by devising a format in which an author would defend his book in a discussion with a critic or two.

Out of this chance conversation sprouted *Author Meets the Critics* on WABY Albany, with Mr. Stone as a voluntary aide. This figurative "slip" nudged the young lawyer into the broadcasting field, first as a part-time producer while he practiced law; then as a full-time producer, starting in 1947 with *Howdy Doody;* and, since 1957, as a radio station owner (with the *New York Herald Tribune*) of outlets using such piquant call letters as WVIP Mt. Kisco, WVOX New Rochelle, WGHQ Saugerties and WFYI Mineola, all in New York.

Low Pressure • Mr. Stone is a tall, spare man with an expressive face and an easy smile. He shatters the stereotype of a producer as intense, high-keyed and fast-moving. He projects the "soft-sell": his manner is relaxed; he speaks with quiet assurance and is an attentive listener, too.

Colleagues regard Mr. Stone as a "very creative guy, full of sound ideas." They point out that he keeps a tape-recorder in his car and he often dictates ideas into it as he drives along the parkways from his home in Pound Ridge, N.Y. They consider him "a very warm individual, with a good sense of humor, who often jokes about himself."

Martin Stone was born in New York City on May 26, 1915. He was graduated from Bard College of Columbia U. in 1935 and from Yale Law School in 1938. He was articles editor of the *Yale Law Journal* in 1937-38.

Mr. Stone's interest in broadcasting in the years between 1938 and 1947 was peripheral. He had served a valuable apprenticeship as law secretary to Chief Judge Irving Lehman from 1938-42; as attorney for the Lend-Lease Administration, 1942-43; as a U.S. Navy International Aid Officer, 1943-45, and as a partner in the law firm of Cohen, Bingham & Stone, New York, 1945-47. Then came *Howdy Doody* in 1947.

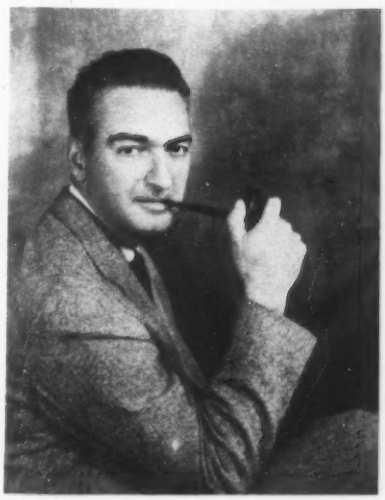
Filling a Need • Mr. Stone had continued his association with *Author Meets the Critics* during the years he was practicing law and his enthusiasm for the field was heightening. An observation by an NBC producer in 1947 that tv "needed a good children's show" led to the creation of *Howdy Doody.*

Mr. Stone packed away his law books and plunged headlong into a new career. He recalls today:

"I had some misgiving about giving up a profession for which I had trained for so long. But I was so tremendously impressed by the potentiality of television that I knew that I wanted to become part of it."

From 1947-50 Mr. Stone served as an independent radio-tv program producer on such programs as *Howdy Doody, Author Meets the Critics, Americana, Gabby Hayes Show* and others. He was a familiar figure at New York studios, puffing reflectively on his pipe as one or another of his shows went on the air.

In 1948, he organized Martin Stone Assoc., which he believes was the first merchandising-licensing operation in tv. Mr. Stone estimates that *in toto,* the retail sales of products for which his company arranged licensing agreements amounted to more than $500 million. Some of the personalities and programs he represented were Jackie Gleason, Jackie Robinson, *Lassie,* Sonja Henie, Gabby Hayes and *Sherlock Holmes.*



BROADCASTER-PRODUCER STONE

A lawyer who felt the call

Back to Independent • From 1950-55 Mr. Stone was president and board chairman of the Kagran Corp., which was owned 40% by Mr. Stone; 30% by NBC and 30% by Lehman Bros., New York investment banking firm. Kagran produced live tv and filmed programs and conducted a merchandising enterprise. In 1955, he sold his interest in Kagran to NBC for a reported $1 million, and resumed his career as an independent producer.

One day in 1957, as he was driving to New York from his home in Pound Ridge he was listening to the radio (as usual) and was struck with this thought: "The quality of local radio programming isn't as good as it might be." He mulled over the idea of buying a radio station and a few months later started a station in Mt. Kisco, N.Y., which he called WVIP.

Mr. Stone devised and implemented what he calls "a good music-good news-no gimmicks" concept for WVIP. The station's programming emphasized music in uninterrupted 15-minute segments and a *Monitor*-type coverage of the news. This approach attracted the attention of J. H. Whitney, owner of the *New York Herald Tribune.*

Mr. Stone last week was named to the board of directors of Whitney Communications Corp., which brings all Mr. Whitney's broadcast and publishing interests into one corporation (see separate story in THE MEDIA).

Mr. Whitney discussed with Mr. Stone the possibility of joint ownership of a group of radio stations in suburban areas. He believed that an association by the newspaper with outlets in these areas would be a profitable venture and also help promote the paper's circulation. Accordingly, VIP Radio Inc. was formed in 1958 with Mr. Stone as president and 50% owner with Plymouth Rock Publications Inc., a division of the *Herald Tribune.*

No Delay • In four months, VIP Radio purchased three other radio stations—WVOX New Rochelle, WGHQ Saugerties and WFYI Mineola. The Herald Tribune Radio Network was formed, which provides music and international and national news to the station and special feature material from the *Herald Tribune* to the four outlets. The local stations, meanwhile, are responsible for supplying local news and services. Advertisers may buy into time on them under a package plan.

"Each station is in the black," Mr. Stone reports.

Mr. Stone was married in 1940 to the former Lyndel Laura Schwartz of New Haven, a graduate of the Yale Art School. They have two children—Judith Ann, 16, and Richard, 12. He belongs to the Yale Club and the New York City Bar Assn.

Wrong turn

BROADCASTING is headed for trouble if the FCC as a body adopts its chairman's interpretation of the recently amended political broadcasting law.

Chairman John C. Doerfer has construed a clause in the amendment of Sec. 315 to mean that virtually anybody who has a view on politics is entitled to discuss it on radio and television. There is a vast difference between that interpretation and the Congressional intent in the law.

During the debate that preceded the adoption of the Sec. 315 amendment, a majority of members of both Senate and House made it clear that they wished to give broadcasting greater freedom in the presentation of political news during election campaigns. But some members expressed doubts about how far the new freedom should go. The main sense of the compromise amendment that was finally adopted was that the law be liberalized but that it stop short of the total emancipation of broadcasting from all historical restraints in the presentation of political news.

Here is the key language in the amendment (the italics are ours):

"Appearance by a legally qualified candidate on any (1) bona fide newscast, (2) bona fide news interview, (3) bona fide news documentary (if the appearance of the candidate is incidental to the presentation of the subject or subjects covered by the news documentary), or (4) on-the-spot coverage of bona fide news events (including but not limited to political conventions and activities incidental thereto), shall not be deemed to be use of a broadcasting station within the meaning of this subsection. *Nothing in the foregoing sentence shall be construed as relieving broadcasters, in connection with the presentation of newscasts, news interviews, news documentaries, and on-the-spot coverage of news events, from the obligation imposed upon them under this Act to operate in the public interest and to afford reasonable opportunity for the discussions of conflicting views on issues of public importance.*"

The last sentence was plainly intended to be nothing more than a reminder that despite the new freedoms specifically granted in the preceding sentence, broadcasters must continue to operate according to the broad public interests which are referred to throughout the Communications Act. No new restrictions whatever were intended or implied.

Mr. Doerfer, however, has converted this innocuous reminder into a new, and radical, mandate for tighter government control. To summarize the interpretation he gave the Radio and Television News Directors Assn. in New Orleans (BROADCASTING, Oct. 19), Mr. Doerfer thinks the Sec. 315 amendment will require broadcasters to give time to all political partisans who wish to express opposition to anything said on radio and television. To use his own words: "Apparently, any responsible person who has opposing views can now get into a political 'hassle' over the air."

In the absence of a clearer definition of FCC policy, Mr. Doerfer's comments are bound to be greeted with a whoop of joy by every politician who wants access to radio and television, which is to say every politician. It is only a matter of time, days probably, before some politician takes objection to something said on the air, demands time to state his opposition, is refused the time and then places a protest with the FCC.

At that moment the first serious test of the new Sec. 315 must be made. Broadcasters must be prepared to fight for their rights as a unit even if the test case involves only one of their fellows. The first time the FCC is asked to rule officially on the new Sec. 315, it must be persuaded that there is a 180-degree difference in the courses charted by the Congress and re-charted by Mr. Doerfer at New Orleans.

A question of who's boss

UNTIL the dust settles, it is not possible to say with any assurance how far the networks will go in reacting to the quiz scandal, or what the full effect upon their program policies will be. But one fact is inescapably clear:

The public holds networks responsible for the programs they present.

If there was ever any doubt of this fact, there can be none now. The Washington hearings, seeking cheap headlines brought it into the open and dramatized it.

NBC and CBS, who have carried the bulk of the quiz programs, reacted differently. They agreed that they must share the responsibility for the erosion in public faith and do everything possible to prevent recurrence. At that point agreement ends. CBS moved to ban all big-money giveaways on the grounds they can not be adequately policed; NBC said it would do no such thing, that quiz games are an important program form to which the public is entitled and that its answer will be to see that they are kept honest.

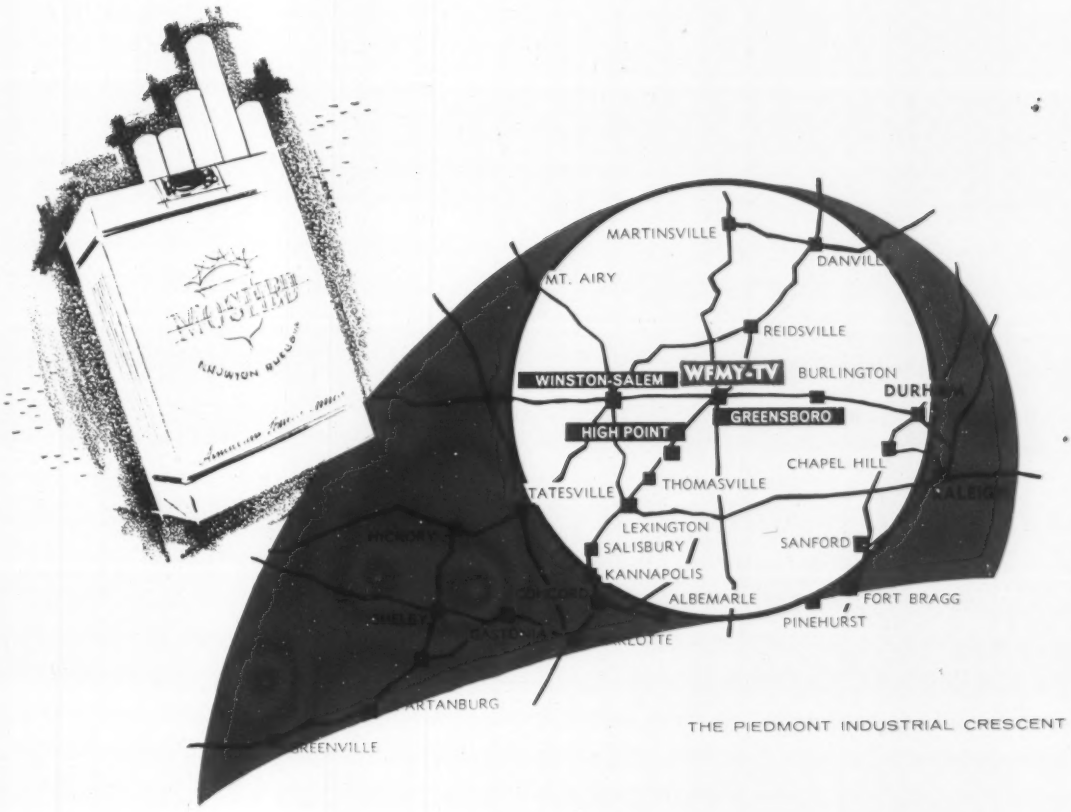
CBS went further. It said it would make sure that what its viewers see on all programs is "exactly what it purports to be." This may seem extremist to those who look upon television as embracing show business as well as information.

But these are matters which, as we suggested at the outset, can be seen in better perspective when the dust settles. We must, however, observe that it could be calamitous if the CBS ban on quiz shows were construed in Washington as meaning that television will be quick to quit any programming that comes under fire. It must be made unmistakably clear that this is not the case. Otherwise, what James Lawrence Fly once called "regulation by the lifted eyebrow" would be replaced by regulation by honk and bellow.

The honks and bellows of the quiz hearings have, without doubt, hurt television. They have also demonstrated that, as Dr. Stanton phrased it, broadcasters must be "masters of their own house." If they are to be held responsible for what they present, they must exert that responsibility. This is no easy task, but it cannot be shirked. In undertaking it, the networks may take some small and ironic comfort from the fact that, only a few years ago, there emanated from the same halls of Congress equally loud honks and bellows protesting that they exerted too much control over programming, to the detriment of independent producers and the same public that now holds them accountable for inadequate control.

Drawn for BROADCASTING by Sid Hix

"Before you pick out ANY retirement spot, find out how many channels it gets!"



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